



## NZ On Air – New Music funding

June 2016

### Purpose

This paper is an update to the [NZ On Air Music Strategy](#) published in 2014. It outlines changes to the way we fund new music, effective from 1 July 2016.

### Introduction

NZ On Air makes skilful investments in local music to help great New Zealand songs connect with significant and diverse broadcast and online audiences. Following a review of the five-year old Making Tracks funding scheme, funding for new music will be split into two New Music funding schemes.

These two schemes will be **New Music [Single]** and **New Music [Project]**. They will provide funding support for songs or a series of songs that have the potential to reach significant broadcast and online audiences. The funding will be more flexible than previously to allow expenditure on promotion and publicity for funded music to help achieve greater cut-through.

The New Music funding budget of \$2million in 2016/17 will be split evenly between the two funding streams.

### NZ On Air goals for funding music

NZ On Air will co-invest with promising music projects (singles and multi-song projects) that have strong potential to reach significant broadcast and/or online audiences.

Helping New Zealanders to easily discover and enjoy a wide range of quality New Zealand songs that reflect and develop New Zealand identity and culture is at the heart of our music funding.

In a truly global music market, it is becoming ever more challenging to achieve cut-through and reach desired audiences. By adjusting the scope of our music investments, and allowing more resource to promote and publicise funded content, NZ On Air aims to achieve increasing levels of potential New Zealand music hits on radio and online platforms, including streaming services.

NZ On Air will be monitoring how each funded project performs, including levels of music radio play, and online activity including streams, shares, likes and views. We will be looking

for evidence of successful connection to audiences, and these outcomes will be part of the application criteria for future funding.

Both funds require a level of co-investment and place higher importance on promotional support to increase the likelihood of the music being discovered in a crowded music market.

### Details of the two funding streams

#### *New Music [Single] funding - \$1million in 2016/17*

The New Music [Single] fund is for artists with a great song that want to record the single to a high quality and/or create a music video to connect the song to a larger audience.

The individual amount for New Music [Single] grants will be up to \$8,000 towards eligible costs, plus a \$2,000 co-investment from the artist or repertoire owner. The \$2,000 contribution may be used for promotion and publicity to help the song cut through to a larger audience.

Applicants will be required to meet a minimum level of [entry criteria](#) before an application can be submitted.

Artists applying for the New Music [Single] fund do not need to be signed to a record label or management company. Applications from both unsigned and signed artists will be accepted.

There will be five New Music [Single] funding rounds in 2016/17 with a budget of approximately \$200,000 per round. A panel of industry experts will assess applications and determine the funding priorities for these rounds.

#### *New Music [Project] funding - \$1million in 2016/17*

The New Music [Project] fund is for artists who have the backing of a professional music company that is prepared to co-invest with NZ On Air on a recorded music project (eg. ep or album) consisting of at least two consecutive single releases. The aim is for cut-through to a significant on-air and/or online audience.

New Music [Project] grants will range from \$7,500 to \$30,000 which can be put towards eligible costs. The size of the grant will depend on the potential audience size for the project, and the level of co-investment from the applicant. Companies applying for New Music [Project] funding will be required to co-invest at least 40% of the eligible costs of successfully delivering the project. Evidence of this ability to co-invest will be required.

Funding may be used towards recording songs and making music videos, and promotion, marketing and publicity for the project so that the music reaches its audience.

Applicants must submit detailed plans and budgets for the project. We will require a minimum level of capability and professionalism from applicants, and companies will need to be NZ-registered.

There will be four New Music [Project] funding rounds in 2016/17 with a budget of approximately \$250,000 of funding per round. Applications will be assessed internally

against a set of [criteria](#) in a contestable funding process, with external consultation where required.