

NZ Media Fund – what’s different?

The old way

A multitude of overlapping funding strategies, policies and funds.

Funding applications assessed in silos of television, radio, music and digital media.

Only TV broadcasters required to co-invest in content.

Great content doesn’t always find its audience.

Funding silos don’t encourage a cohesive approach to projects missing the opportunity to achieve more.

Funding rounds based on genre and platforms.

Duplication of information in application processes.

An uneven approach to accreditation of funded content, depending on where it appears.

Content is available free to New Zealanders.

We back the best ideas.

Contestability, transparency and innovation are our focus.

The new way

A single strategy guides one fund with four streams of activity.

Funding applications focus on the content, then platform, which must have a suitable audience.

A level playing field – platform co-investment is highly desirable.

Commissioning platforms must demonstrate significant promotional support, so the content has a better chance of finding its audience.

Improved links across portfolios – ie we actively encourage NZ music in content we fund, and expect captioning on most online-only content.

Funding rounds still need a genre thread so we can compare apples with apples but will be more platform neutral.

Online application system streamlines and standardises requirements.

A greater expectation for accreditation, which is consistent across all content. It is a requirement for future funding.

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