



Music Strategy

July 2014

CONTEXT

New Zealand music is an important reflection of New Zealand arts and culture. New Zealand music is the music made by New Zealanders, the music that we as New Zealanders embrace as “our own”.

NZ On Air’s job is to connect New Zealand music with audiences via the broadcast media.

Music radio remains an important conduit to the audience. Nearly 3 million New Zealanders listen to music radio every week ¹.

It is important that as much New Zealand music as possible reaches and connects with this audience. As well as being a cultural imperative, it is an economic imperative ². It is how hits are made and stars are created. It is how local music industries are built.

And it is how the majority of New Zealanders find new music and get their daily music fix ³.

¹ 2,956,600 based on TNS New Zealand Commercial National Survey T2-2013, National All 10+ Cume Audience, Music Radio Only

² According to PWC, “the biggest contributing music sector to New Zealand’s GDP is the **music radio broadcasting sector** which accounts for approximately half of the value added and employment impact of the industry as a whole” ([Economic Contribution of the New Zealand Music Industry, 2012 & 2013](#), July 2014).

³ According to the 2014 NZ On Air Colmar Brunton media consumption survey, 60% of New Zealanders find new music on the radio and 69% get their daily music fix from the radio ([Where Are The Audiences?](#), June 2014)

Radio still rules but it's not just about radio now.

Online represents a huge opportunity to break the hegemony of the traditional broadcast gatekeepers, to connect direct with audiences, to get more mileage for our music ⁴ and at the same time, build the momentum for a song that will, in turn, influence traditional broadcasters.

In music, as in television, we are in the *content creation* business. In music, unlike television, we are also in the *promotions* business. New music discovery and exposure is our strategic priority.

The internet has democratised the means of production, distribution and marketing of music. There is more music out there than ever before. Achieving cut through is hard in the context of clutter and cacophony and in the face of competition from big-budget, high profile international music. That is the challenge and where advocacy and promotions is important.

NZ On Air reinforces and supplements the repertoire-owners' efforts to get airplay and helps them build audiences for their work. That focuses our efforts on partnerships, with repertoire-owners on the one hand and the gatekeepers and platforms for connecting with the audience on the other hand.

⁴ In the last two years, NZ On Air-funded songs have played more than 29 million times on radio, music television and online. Online streams (on YouTube, Vimeo and Spotify alone) accounted for 98% of those plays. For detail, see the [Making Tracks Two-Year Outcomes Review 2011-2013](#).

Our New Zealand music strategy was last reviewed in 2011 in the wake of the Making Tracks funding reforms.

In February 2014, we commissioned a review of our digital and online music promotions strategy by consultant, Eveline Van Der Steen (ex-Armada Music in The Netherlands).

The key message from the review is that online should be reflected in everything we do in music. The review suggests that instead of just trying to influence *broadcasters* through our promotions work (which has been our historic approach), we should also try to rally the *audience* directly and at the same time, let the audience influence the broadcasters. And the review says that social media is the way to reach and engage the audience.

We have now updated our music strategy to put new focus on online promotions and to incorporate recommendations from Eve Van Der Steen's review.

We will remain committed to the traditional broadcast media for as long as radio and television deliver sizeable audiences for New Zealand music. But connecting with audiences online will be an increasingly important part of our work. It's all about multiple impressions on multiple platforms to achieve more mileage for the music we make.

NZ ON AIR MUSIC STRATEGY

Figure 1: STRATEGIC FRAMEWORK



Figure 2: STRATEGY & DELIVERY_MORE MILEAGE

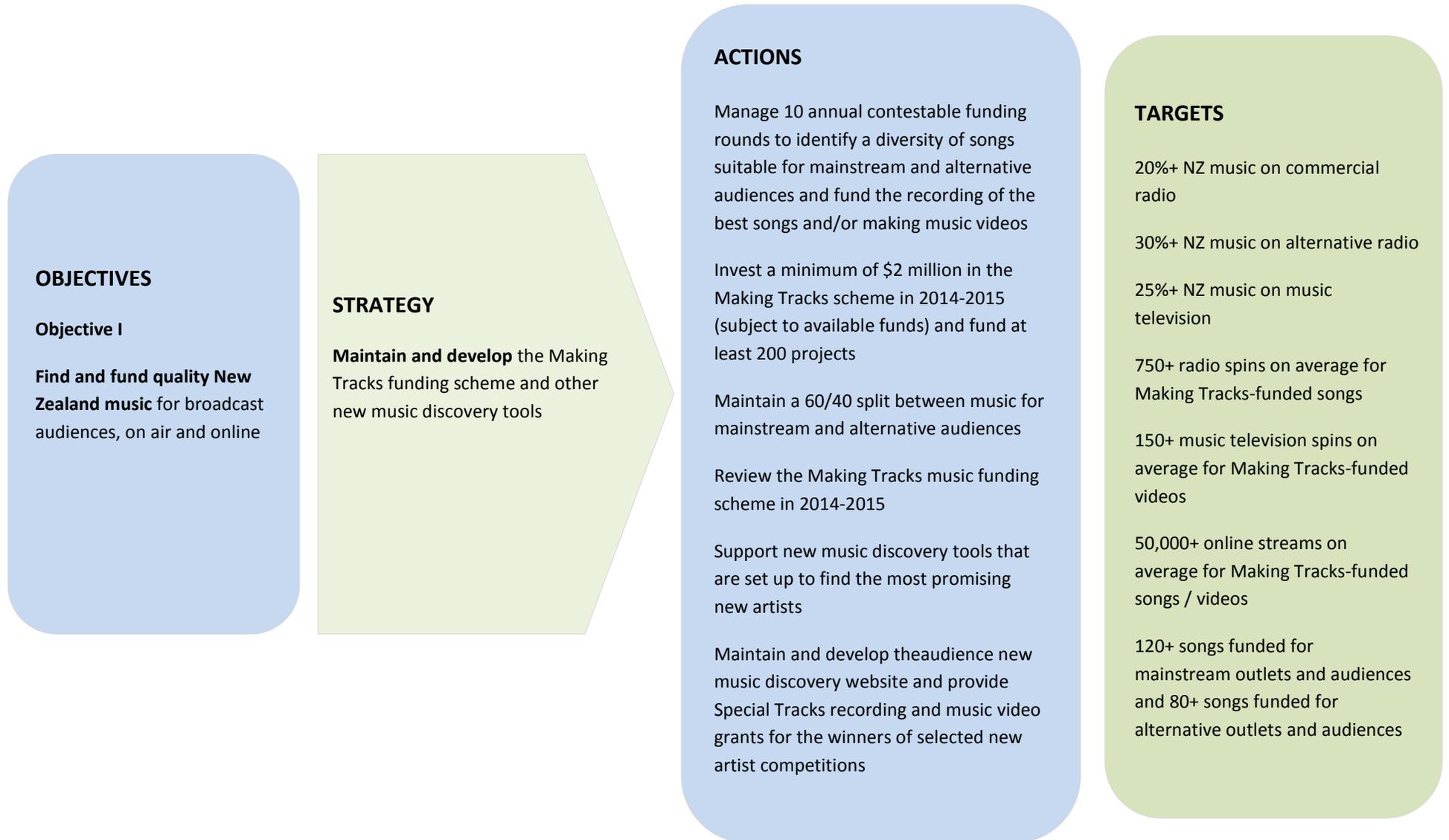


Figure 2: STRATEGY & DELIVERY_MORE MILEAGE

OBJECTIVES

Objective II

Partner with key platforms to deliver and promote New Zealand music to audiences, on air and online, and convince those platforms to play more New Zealand music

STRATEGY

Fund broadcast features to introduce new music to audiences and **maintain** an advocacy programme focused on commercial radio where it is hardest to get airplay but the audiences are the biggest

ACTIONS

Fund new music features on broadcast outlets to introduce new releases by New Zealand artists to broadcast audiences and increase the chances of those songs being added to the playlist

Maintain a dedicated promotions team to ensure that New Zealand music is actively promoted in the broadcast media in partnership with repertoire-owners

Revamp the Kiwi Hit Disc as a genre-based compilation of new music and rebrand the disc as New Tracks

Deliver priority new music to the broadcast media monthly to ensure that broadcasters have access to quality music for broadcast

Seek out opportunities to present new artists in live music showcases

TARGETS

Fund 60+ new music features on commercial and alternative radio stations and music television outlets

Service at least 11 revamped Kiwi Hit Discs a year to up to 650 broadcast and music media outlets either on disc or by digital delivery

Ensure that 100% of broadcast outlets in New Zealand have access to at least 28 quality songs by New Zealand artists a month

Mount at least 3 new music showcases a year for tastemakers and gatekeepers

Figure 2: STRATEGY & DELIVERY_MORE MILEAGE

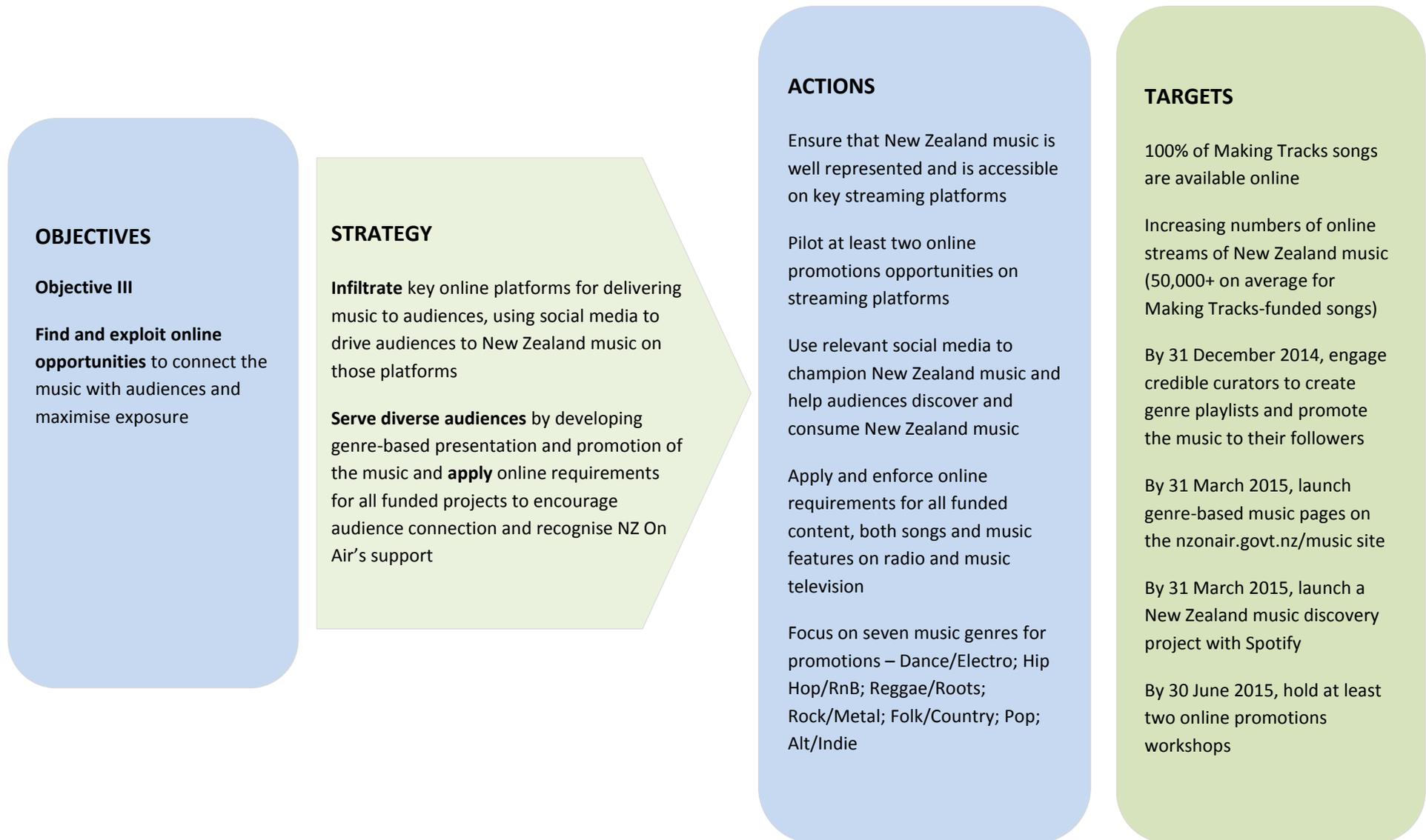


Figure 2: STRATEGY & DELIVERY_MORE MILEAGE

OBJECTIVES

Objective IV

Collaborate with champions of New Zealand music to increase visibility of New Zealand music and thereby improve engagement, on air and online

STRATEGY

Sponsor relevant awards at high profile music events to support the industry and celebrate success and **collaborate** with industry and other public funding agencies to promote New Zealand music and to increase awareness of NZ On Air and its New Zealand music work

ACTIONS

Partner with strategically important music awards, such as the NZ Music Awards, the Taite Music Prize, the Waiata Maori Music Awards, the Pacific Music Awards and the Critics Choice Prize

Participate in the work of the Contemporary Popular Music Group comprising the NZ Music Commission, Creative New Zealand and Te Mangai Paho

Work with industry and other public funding and music advocacy agencies to promote New Zealand music and align policies and practices

Identify potential joint-ventures with other public music agencies like the Music Commission, Creative NZ and Te Mangai Paho

TARGETS

NZ On Air is recognised as a champion of diverse and new New Zealand music

NZ On Air is recognised as promoting excellence for radio airplay success and music video making

Alignment of public music agencies' policies and practices and greater clarity and awareness of the complementary policies and practices



NZ On Air
Irirangi Te Motu

Supporting local content for 25 years