



Regional media content fund FAQs

What is NZ On Air funding?

We are funding four providers to bring multi-media news and information content to seven regions. The content is intended to provide coverage of local issues and events, not otherwise covered by the national media. Each project will have a strong digital presence and strategy to reach its audience.

What's different from before?

Since 2005 we have funded a number of regional television news and information programmes. However in recent years, particularly since the digital switch over, it had become apparent these services were not reaching significant audiences. They were also in many cases struggling financially, and in some cases had quality issues. Some closed down during 2015.

The new regional media content fund is intended to bring services fit-for-purpose in 2016 to regional audiences. That means being online, reaching out to audiences through digital promotion plans, and providing good quality audio-visual story-telling.

Not every region has a funded regional media provider – why?

We put a call out for Expressions of Interest and received 10 responses. However we didn't receive responses from every region. Some regions didn't put in a proposal. In some regions the response we received didn't meet the criteria for funding. But this doesn't mean those regions/providers can't try again. The existing regional television service didn't cover every region either.

How was the decision reached?

Proposals were assessed by a panel against the criteria set out in our RFP. The panel included NZ On Air senior staff experienced in both broadcasting and digital content and two expert external advisers; Paul France (who conducted the independent review of regional television), and Mark Jennings (former Head of News at MediaWorks.)

Can other regions or providers apply for funding?

Our funding is contestable. We will call for proposals again next year for the 2017/18 year and will consider the incumbents along with any new proposals. Unfortunately funds are limited so we will not be able to fund a service in every region, nor did we in the past.

How do I find my local regional news and information service? Is it on Freeview?

The funded content will be available via a variety of platforms – it will depend on the region. Each provider has been required to have a comprehensive promotional plan – so when the service launches in your region you will hear about it.