



Digital Content Partnership Fund 2010

NZ On Air is now seeking applications for the third year of the Digital Content Partnership Fund.

Purpose

A contestable fund for the creation and transmission of new multi-format audio visual New Zealand digital content.

Fund

Up to \$1,000,000 plus GST. This is the third year of the planned four years of the Digital Content Partnership Fund.

Background

In 2008 the inaugural Digital Content Partnership Fund criteria targeted content for children and youth. NZ On Air also required a broadcast outcome because legislation covering the necessary amendments to the Broadcasting Act had not then been enacted.

In 2009 a broadcast outcome was not mandatory as NZ On Air sought applications which would create content for local audiences who actively seek information and entertainment on platforms other than the traditional broadcast channels. Details of the projects previously funded under the Digital Content Partnership Fund can be seen on the [New Media page](#) of our website.

Year Three (2010)

NZ On Air is now seeking proposals to mark the next step in creating special New Zealand content for local audiences who actively seek information and entertainment on platforms other than traditional broadcast channels.

Once again this year a free to air broadcast outcome will not be mandatory. However proposals which demonstrate a synergy between traditional broadcast and new media platforms are encouraged and may be preferred.

To encourage the widest range of innovative proposals NZ On Air is not limiting ideas to a particular target audience or genre. We are seeking genuinely original online audio visual content that can attract and engage new audiences in significant numbers, preferably on more than one platform. The content must reflect and develop New Zealand identity and culture, and a clear understanding of and focus on a particular audience is key.

Submitters will also need to be able to demonstrate how they will promote and market the project in order to reach and attract significant audience levels. This will be an important criteria in the assessment of proposals.

The content must be available without charge to the audience on at least one platform, but some form of subscription or cost-recovery on another may also be permitted. NZ On Air will take its normal investment position in respect of any revenue generated.

Funds may be applied to one or more projects. NZ On Air is seeking to generate the widest possible benefit and impact from this fund.

The decision of NZ On Air will be final.

Eligibility

The content must reflect and develop New Zealand identity and culture and help NZ On Air achieve its Broadcasting Act objectives. The following criteria will also be assessed:

- the strength, creativity and originality of the idea
- the relevance to and probable size of the target audience
- whether innovative cross-media opportunities are being maximised
- NZ On Air funding spans television, radio, NZ music and archiving. Does the project provide any synergies or innovation across this work?
- the cost-effectiveness of the proposal: is it value for money?
- are there opportunities for other sources of funding (ie. does it genuinely need a subsidy from public funds?)
- the level of financial support from any broadcaster or platform provider will be influential
- Inclusion of an effective business plan – will the project be able to continue past its initial funding? What are the proposed measures for success of the project

Who can apply?

Companies or individuals with a successful track record of audio/visual content production with the ability to provide effective project management. Joint ventures between traditional and new media companies are encouraged.

How and when?

Application deadline is **5.00pm, 9 April 2010**. Submissions arriving after this date and time will not be accepted.

The following details must be included in the covering letter and documents accompanying each application:

- A completed [Digital Content Partnership Fund Application Form](#)
- A completed Budget Summary Sheet including the cost of content creation and publishing/website costs
- A clear explanation of the nature of the content including synopsis, treatment, and proposed formats and platforms
- Written confirmation that any proposed New Zealand broadcaster or platform provider supports the project and agrees to broadcast/publish the content, including intended timeslot or site publication details, and details of the broadcaster's/platform provider's financial contribution
- Names of key personnel involved in the production, with brief CV's
- A full production budget supporting the Budget Summary Sheet
- The extent to which funding or resources have been sought from other sources; including which sources have been approached and the extent of assistance obtained
- A description of how the launch of the content will be publicised so target audience awareness is maximised across all platforms

How will applications be considered by NZ On Air?

Staff will evaluate proposals against the criteria above. Independent assessors may be used. Recommendations will be made to the NZ On Air Board's June 2010 meeting and the Board's decision(s) will be advised as soon as possible thereafter.

NZ On Air: December 2009