



The Platinum Television Fund

The Platinum Television Fund has been created as a response to the Government's wish to provide for **free to air quality television programming** appealing to a variety of discerning audiences. The Government has set aside \$15.1 million for the Fund for the year beginning 1 July 2009, to be allocated on a **contestable** basis.

The Fund will support innovative content which may be currently difficult to find on our screens or which normally requires a high level of subsidy to get made. The programmes will be aspirational, intended to **inform, educate and entertain** in a way that appeals to a good cross-section of New Zealanders. We are looking for programmes with **something important to say** about New Zealand or New Zealand's place in the world.

Each year, NZ On Air will evaluate local content currently available across free to air channels, whether or not supported by public funding, and consider which types of programme may need particular support from the Fund.

To help make a discernible difference, in the first year of the Fund successful proposals are likely to be for **new programmes**. Support for existing programmes will only be considered if the programme has demonstrably appealed to a significant target audience, is widely accepted as a quality production important of its type and cannot be made without public funding. **Prime time** scheduling will be preferred.

Types of programmes sought

For the first year of the Fund, beginning July 2009, NZ On Air will give priority to the following genres:

- high-end one-off drama programmes or drama mini-series
- long-form, appealing documentaries on New Zealand subjects of cultural, historical or artistic importance
- research-driven short documentary series on issues or topics important to New Zealanders
- current affairs programmes (long-form interview or investigative formats preferred)
- special event programming designed to celebrate or commemorate days or events important to New Zealanders

Not all genres may be able to be supported in the first year.

Successful proposals will not be eligible for funding from NZ On Air's other contestable funding. Programme sponsorship or other overt commercial association with the programmes is discouraged.

Broadcast commitment

Formal commitment is required from one of the six main free to air broadcasters to screen the intended programme. This means TV One, TV2, TV3, C4, Prime or Maori Television.

This commitment will be assessed by NZ On Air by considering the strength of the broadcaster's proposed -

- financial commitment (a licence fee is expected)
- scheduling commitment (prime time is strongly preferred, screening beginning between 6pm and 10pm. Are additional platform/screening options also available?)
- promotional commitment (how will audiences be alerted to the screening?)

Assessment criteria

The quality of the proposals will be assessed against the following criteria where relevant:

- The strength, creativity and originality of the idea: will it provide a fresh experience for a specified audience?
- Risk taking in the treatment of the subject
- Depth of the idea: will the programme stimulate, provoke, inform?
- If the programme is mainly designed to entertain, cultural artistic and/or regional diversity may be considered important
- Authenticity of tikanga and appropriate use of te reo when a project features Maori content
- Does the project reflect New Zealand's diversity of population?
- Value for money: is the quality of the idea and the likely size of the target audience proportionate to the funding sought?

Submission requirements

- A completed Production Funding Application Form
- A completed Budget Summary Sheet
- A clear explanation of the nature of the content including synopsis, treatment, and proposed formats and platforms
- Written confirmation from a New Zealand free to air broadcaster that the content will be broadcast, including intended timeslot and details of the broadcaster'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/resources have been sought from other sources; including which sources have been approached and extent of assistance obtained

How will applications be considered by NZ On Air?

Proposals may be submitted to the August or December 2009 funding rounds (deadlines 10 July and 30 October 2009). Further calls may be made in 2010 if some funding remains uncommitted.

Proposals will be evaluated against the criteria above by NZ On Air staff in the normal manner. Independent assessors may be used. Funding for successful proposals will be made public by NZ On Air in the usual manner.

Fine print

- Our normal contracts will be used.
- Contracting terms:
 - we expect a licence fee as a matter of course
 - if a lower than normal licence fee is offered because the programme is less 'commercial', we expect the broadcast rights purchased will be commensurately reduced
 - if no licence fee is offered, but the proposal is very strong, programmes must be made available to any other broadcaster within a short period after first transmission
 - if we like a proposal but it does not meet Platinum criteria we will discuss with the producer and broadcaster whether the proposal can be considered in the general fund
- Development funding may be offered prior to NZ On Air considering a major production commitment. A broadcaster contribution towards development will be required.