



## **Television – Platinum Fund** Guidelines

### **What is the Platinum Television Fund?**

The Platinum Television Fund is a contestable fund created by the Government to provide free to air, quality television programmes, appealing to a variety of audiences.

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. Programmes are intended to be aspirational, informing, educational and entertaining in a way that appeals to a cross-section of New Zealanders.

### **Preferred programme types**

We 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.

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. We will advise application deadlines each year.

### **How we make a funding decision**

We look for programmes with something important to say about New Zealand or New Zealand's place in the world. Prime time scheduling will be preferred.

When evaluating proposals we assess:

- The quality of the proposals will be assessed against the following criteria: 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?



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### Checklist

**Your proposal must include:**

- A written statement of interest from a New Zealand broadcaster, including the broadcaster's financial contribution and proposed timeslot,
- NZ On Air Television Production Funding Application Form (must include a target % rating and proposed broadcast rights),
- NZ ON Air Television Production Funding Budget Summary Sheet,
- A full production budget supporting the Budget Summary Sheet,
- A clear explanation of the nature of the content including synopsis, treatment, proposed formats and platforms,
- Names of key personnel involved in the production, with brief CVs,
- For returning series, details on how the last series rated,
- Production Schedule,
- A brief explanation of how the programme helps NZ On Air achieve its [strategic objectives](#), **specifically, the [Platinum Fund Criteria](#),**
- Details of any other funding sources, and
- Any supporting audiovisual material.

**Please email your application to [tv@nzonair.govt.nz](mailto:tv@nzonair.govt.nz)** in as many documents as is required. Please ensure that each document is suitably named so we can identify it. When designing proposals please bear in mind that they will be read on ipads or PCs. Audio visual material can be submitted as a link to a webhost (such as Vimeo or Youtube). Alternatively you can post or courier eight DVD's to our physical address.

**We must receive all of the above information by the Application Deadline stated on our [funding calendar](#).**

**Information received after the 5pm deadline may not be considered.**