



# **ARTIFICIAL INTELLIGENCE (AI) GUIDANCE**

Official guidance for AI and GenAI usage in  
NZ On Air funded content production

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## Purpose of This Guidance

This document outlines how NZ On Air will assess funding applications that propose the use of Artificial Intelligence (AI) and Generative AI (GenAI) in the creation of screen and music content. It is intended to provide clarity for applicants and industry stakeholders about our operational approach to AI, including how it aligns with our investment principles.

This guidance is not intended to regulate AI use across the entire industry or to enforce rights management. Those responsibilities fall outside NZ On Air's role as a funding agency. Instead, our focus is on how AI is used within the scope of publicly funded content and how it aligns with our values and objectives.

We also align our approach with guidance from other local and international funding bodies, such as [Screen Australia](#), [Music Australia](#), and the [NZ Film Commission](#).

*Note: AI technologies are evolving rapidly. NZ On Air is committed to monitoring these developments and will update this guidance regularly to ensure it remains relevant, ethical, and aligned with our mandate.*

## Introduction

This document sets out the responsibilities of various stakeholders in the screen and music sectors regarding the use of AI. It also explains how NZ On Air will evaluate funding applications that include AI in any part of the content lifecycle—whether in development, production or distribution.

## Industry Roles and Responsibilities

AI in content creation involves a range of stakeholders, each with distinct responsibilities:

- **Industry Guilds and Organisations**

These bodies are responsible for developing standards and protections for their members. For example, the [NZ Writers Guild AI Guidance for Screenwriters](#). NZ On Air has a role to play in supporting these efforts by helping to fund training and skills development in AI.

- **Commissioning Platforms**

Platforms that commission content are expected to set clear editorial standards for AI use. This includes ensuring transparency around AI-generated content and managing rights, clearances and permissions appropriately.

- **Funding Agencies (including NZ On Air)**

Our role is to develop fair and transparent assessment practices for AI-related applications. We also work with other funding bodies to ensure consistency and collaboration across the sector. For example, we considered the [NZ Film Commission's AI Guiding Principles](#) in our approach.

- **Applicants**

Creators and producers applying for funding must be aware of relevant policies and legal obligations. They are responsible for obtaining necessary permissions, consulting with affected parties, and ensuring compliance with intellectual property and copyright laws.

## How AI Use is Considered in Funding Applications

NZ On Air includes a specific questionnaire in its funding application forms to gather information about the intended use of AI. This helps us understand how AI is being used and informs our assessment process.

When AI is proposed in a project, we assess the application based on the following key factors, which align with our broader investment principles. Applicants should consider these factors and note anything relevant in their funding application:

- **Cultural authenticity with regard to te ao Māori and mātauranga Māori**

That AI applications respect and meaningfully represent diverse cultural perspectives and knowledge systems, with safeguards to prevent misrepresentation of cultural elements and inclusion of appropriate consultation with relevant cultural knowledge holders.

- **Creative integrity and artistic vision**

Assess how AI can support, rather than replace, human creativity, ensuring that technology enhances storytelling while remaining secondary to the artistic integrity.

- **Content distinctiveness and market gaps**

We will evaluate where AI has enabled the creation of unique material that wouldn't otherwise be commercially viable. Ensuring that public funding supports content the market alone cannot deliver.

- **Risk management**

Applicants must identify potential risks associated with AI use—such as technical failures or unintended outputs—and provide clear mitigation strategies.

- **Diversity, competition and accessibility**

We will evaluate whether AI helps new and diverse creative voices who might otherwise face barriers, instead of favouring already established creators.

- **Value and cost efficiency**

AI can offer cost savings or enable more ambitious creative outcomes. We will consider whether AI use reduces the need for public funding or enhances the overall quality and scope of the project.

- **Capability and technical expertise**

Applicants must demonstrate that they have the necessary skills and governance structures to use AI responsibly and ethically.

- **Transparency**

Full disclosure of how AI is used in the project is essential. This includes being clear in the application about the role AI plays in content creation.

- **Ethical implications and industry impact**

Those applying for and commissioning projects need to ensure that their use of AI adheres to all relevant legal obligations. While NZ On Air acknowledges the importance of these issues, and the broader effects of AI implementation on the creative sector, we do not enforce copyright law.