

Scripted and Non-fiction applications:



Information for commissioning platforms

A. Purpose

1. All Scripted and Non-fiction applications to NZ On Air's Creation stream must be able to confirm the platform where the content will appear. This maximises the likelihood of funded content being completed and found by an audience.
2. These guidelines are to assist platforms¹ supporting the distribution plans of content production applications seeking production funding. In an environment where there are more applications than available funding, we want to show you how we will assess applications.

B. Introduction

3. NZ On Air's investment strategy is built upon fundamental principles of public media. These encompass enhancing the culture of Aotearoa New Zealand, expanding the variety and inclusivity of local content accessible to New Zealanders, guaranteeing that content is easily accessible, strengthening social cohesion, and promoting well-informed discussions.
4. You can read more detail about the strategy underpinning the allocation of funding in our [Investment Strategy](#).
5. More specific information is published prior to each round about the applications we are seeking. Here are the [funding round deadlines](#).

C. General expectations

6. We suggest you consider these over-arching questions when considering your support for a content proposal:
 - Is the level of contribution you are offering to the production budget adequate in a contestable environment?
 - Do you have a strong plan to reach the intended audience?
 - Are you confident the production team is skilled and experienced enough to execute the project to a high standard?
 - Have you got effective commissioning processes in place to provide good oversight?
7. We expect that funded content will be free to watch or listen to early in the beginning of its life. We prefer free-access first-run where possible but may make exceptions depending on the strength of the cultural and business case and provided free access forms a fundamental part of the distribution plan.
8. Following the original licence term we expect that funded content will still be easily accessible for New Zealand audiences either through relicensing to another platform, being offered to a site like NZ On Screen, or uploaded to a video sharing platform like YouTube.

D. Co-investment from commissioning platforms

9. Co-investment is important because it shows market interest in the application, which adds to the likelihood of success on release and reduces the request to us allowing us to support more applications.

¹ These are generally online or linear platforms that:

- can already attract a significant audience
- will offer free access to funded content
- will generally offer an adequate financial investment in a content proposal; and
- can show a track record of or plan for a sustained commitment to Aotearoa New Zealand content (in most circumstances a YouTube or social media release on its own will not be eligible, please contact us before submitting or supporting an application with this type of distribution plan).

10. A strong level of platform co-investment is prized; other appropriate co-funding sources will be considered. Projects seeking 100% NZ On Air funding will only be successful in very exceptional circumstances so applicants should discuss this with us prior to submitting their application.
11. If NZ On Air contributes over 95% of the production budget our Extended Platform Rights position will apply, and we will require content to be made available to other local platforms two weeks after initial launch on the commissioning platform.
12. Co-investment will take one or more of the following forms:
 - *Platform cash contribution to the production budget*
Our preferred option. The level of contribution will be part of our assessment and will influence our funding decision.
 - *"In kind" or non-cash platform contribution to the production budget*
This type of contribution may also be considered as co-investment if it is a genuine contribution to the production budget by providing necessary resources or services that are appropriately costed.
 - *Third party cash contribution to the production budget*
This can include different funding sources, including co-production finance, distribution or sales advances, sponsorship and private investment. Letters of support are expected at the application stage. We also expect that any third-party finance that is subject to contractual conditions with the applicant are spoken to in the proposal - particularly in cases where that third-party finance is dependent upon an additional presale by that party.
13. We expect all platforms to provide extensive promotional support for projects they support for funding. The extent and value of any promotional activity will be an important consideration in assessing applications but will not be considered a replacement for a production budget contribution.

E. Platform registration and project confirmation

14. Before supporting an application, please ensure you are registered in our portal well before the funding deadline. Go to portal.nzonair.govt.nz. Registration is a one-off process that provides us with general details about you and prevents future administrative duplication for both you and us.
15. Before an application is submitted by the applicant, please ensure you have seen it and confirmed your support. We do not guarantee that we will be able to contact a platform about discrepancies, and incorrect or incomplete information may adversely affect a funding application.
16. Platforms must formally confirm support for each project when nominated as a distribution platform by an applicant. One platform nominated by the applicant will be the primary commissioning platform (we encourage applications with distribution plans that include multiple platforms but it should be clear which is the primary commissioning platform).
 - Primary platforms will confirm their commitments online via the portal.
 - Other platforms that have confirmed involvement will provide written confirmation to the producer prior to deadline so they can upload them with their application.
17. After logging in to the portal, platforms will be able to access a list of applications from the 'My Assessments' section that cite them as the primary platform. They will be able to select the relevant application, review the submitted details, confirm support and upload any supporting documents – all within the portal.
18. Primary platforms will be asked to verify all these applications and to confirm their contribution through the portal. **We will need this verification within three working days of the deadline closing.**
19. By verifying their support for an application, platforms confirm that all the information they provide to us is complete and accurate as we may rely on it.
20. We both agree to take reasonable steps to protect the other's confidential information. Our obligation to protect confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions.

F. Platform audience data required

21. As part of our business case assessment of content applications we will consider the supporting platform's ability to attract an audience and how this aligns with the target audience of the project.
22. If the platform is a channel included in the Nielsen ratings system, or the industry-approved radio survey, we will use this data to obtain channel performance information. You are welcome to provide additional data.
23. Aotearoa New Zealand platforms that host video or static content on their websites are required to provide basic audience data for NZ On Air funded content through VIEW - NZ On Air's proprietary audience data measurement system. Additional data requests may be made by NZ On Air to the platform to help assess funding applications, and could include requests for unique audience/logged in user numbers and demographic data.

G. The fine print

24. The following standard terms and conditions apply to funding applications. In submitting an application applicants are deemed to have read, understood and agree to be bound by these terms and conditions:
 - 24.1 they must bear all of their own costs in preparing and submitting their application
 - 24.2 they represent and warrant that all information provided to us is complete and accurate
 - 24.3 we may rely upon all statements made in the application
 - 24.4 we may amend, suspend, cancel and/or re-issue any guidelines at any time
 - 24.5 we may waive any irregularities or informalities in the application process
 - 24.6 we may seek clarification of any proposal and meet with any applicant
 - 24.7 we will not seek clarification of all proposals or meet with all applicants
 - 24.8 we are not bound to accept any application
 - 24.9 they will not submit in the application any data that breaches any third party right (including intellectual property rights and privacy rights) or is objectionable, incorrect or misleading
 - 24.10 we both agree to take reasonable steps to protect the other's confidential information. Our obligation to protect confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
 - 24.11 they acknowledge that the nominated commissioning platform will be able to access their full application for the purpose of verifying support
 - 24.12 there is no binding legal relationship between us and applicants: a successful application is only formally accepted if a funding contract is signed.
25. Please also be aware that if an application is successful, among other requirements we will stipulate that:
 - 25.1 Content creators enter into a formal funding agreement with NZ On Air. Our standard agreements are [here](#).
 - 25.2 Content creators and commissioning platforms must be aware of their obligations under the Health and Safety at Work Act 2015.
 - 25.3 Creators of video projects are required to:
 - follow the Health and Safety in the New Zealand Screen Sector guidelines found at screensafe.co.nz
 - abide by agreed industry work standards as expressed in the Screen Industry Workers Act, Individual Performance Agreement (SPADA and NZ Actors Equity) and The Blue Book (SIGANZ)
 - The content is clearly branded as NZ On Air-funded. See our accreditation requirements [here](#).