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30 April 2020

[REDACTED]
via email: [REDACTED]

Tēnā koe [REDACTED],

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 23 April 2020.

You have requested:

"data about how successful the first season of this show [Kea Kids news] was. I would be interested in figures for the number of views respective episodes received."

As the audience figures are used by the hosting platform Stuff.co.nz to establish their advertising revenue, we decline to release the exact figures under s9(2)(b)(ii) of the OIA to 'protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information'.

However, we can advise that Facebook views average between 10k – 32k per story.

Once this project has completed release for Season 2 we will be happy to reconsider your request and may be in a position to release some of the Season 1 information we have withheld. Please contact us again at that time with a new request.

For your information, funding provided by NZ On Air for all successful projects is searchable on our website. You can also sign up to receive our bi-monthly industry newsletter via our website.

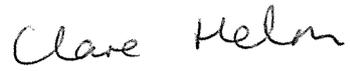
We note you are also currently awaiting a response from our management team about funding requirements for small to medium media companies. Any further questions that you have about eligibility for funding criteria can be referred to your contact within NZ On Air.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Connecting and reflecting our nation

Thank you for your interest in our work.

Yours sincerely

A handwritten signature in black ink that reads "Clare Helm". The signature is written in a cursive, flowing style.

Clare Helm

HEAD OF CORPORATE SERVICES