

NewMusic SINGLE Criteria 2020

Before you can submit a song for New Music Single funding you will first need to ensure that it qualifies as New Zealand music. You will need to be able to tick at least 10 of the 30 criteria with evidence before you can submit a song.

Introduction:

New Music Single application criteria are put in place to ensure that when you're applying for public funding you have first made some positive inroads into audience engagement and gaining a genuine interest in and following for your music. There is huge demand for NZ On Air funding and it's important that the artists submitting songs that go through to our expert assessment panels have made some audience impacts already without funding support.

For NZ On Air to invest public funding into an artist Single, we want to be assured that you have achieved various early music career benchmarks off your own bat. This updated list of Criteria is designed to reflect a key selection of those benchmarks across the areas of Online audience, Broadcast track record, Other platform/editorial features, Live performance track record, Business credentials, and Awards and other recognition.

NZ On Air's mandate is to support a range of quality New Zealand music to be made available and discoverable across multiple online and broadcast platforms where a variety of New Zealand audiences listen to, discover and enjoy music. Hence your online following, streams, radio spins, views, plays and other engagement are core focuses of the work that we do and the music that we support.

To be eligible to apply for New Music Single funding we ask that you have reached at least 10 out of these 30 criteria benchmarks for your music to date. If you can reach at least 10 out of these 30 benchmarks then your song and application can be submitted to be assessed by our expert funding panels.

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Strategic Plans and Supplementary Info:

- 1** *Please outline how you will reach New Zealand audiences online, on radio and on other media.*
- 2** *Please outline how NZ On Air funding will be used to improve the quality of your song and video content.*
- 3** *Name the audio producer, engineer, mix engineer and studio you intend to use for this Single.*
- 4** *Name the video content producer/director/production company for your video content for this single.*

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Online audience [6 criteria points in total]

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1 You have had over 5,000 audio streams for any ONE song on any ONE streaming site/platform.**
Audio streaming site examples include Spotify, Apple Music, Soundcloud, YouTube Music, Bandcamp, etc.
- 2 You have had over 250,000 audio streams for any ONE song on any ONE streaming site/platform.**
If you have achieved this with one song then you can use the same song for question 1 (5,000 streams) and 2 (250,000 streams). Audio streaming site examples include Spotify, Apple Music, Soundcloud, YouTube Music, Bandcamp, etc.
- 3 You have collaborated as a feature on a song that has had over 5,000 streams on any streaming site/platform.**
Feature could include vocal feature or producer feature. e.g. Artist A featuring Artist B. Must be a different song than used in Question 1 or 2.
- 4 You currently have at least 5,000 monthly listeners or 2,000 followers on Spotify.**
This must be up an up-to-date figure i.e. within the past 2 months.
- 5 You have had more than 2,000 plays for any ONE music video or piece of video content for your music on any ONE Site/platform.**
Video streaming site examples include YouTube, Vimeo, Vevo, Facebook, etc.
- 6 You have more than 1,000 online followers on any ONE social media platform.**
Social media platform examples include Instagram, Facebook, TikTok, Twitter, etc.

Broadcast track record [5 criteria points in total]

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1 You have had a song playlisted on a New Zealand radio station.**
This must be a song which has been in regular multi-play rotation on the station (e.g. A-rotate, B-rotate, C-rotate etc.) - not one-off 'spot' plays. Can include NZ On Air-sponsored Music Features where your song was played on rotate multiple times in that feature.
- 2 You have had a song chart in one of the weekly Radioscope radio airplay charts.**
These charts include the Radioscope All Airplay Top 100, Pop Top 40, Rock Top 40, Alt Top 40, Urban Top 40, Dance Top 40, Adult Top 40, NZ Top 40, Te Reo Māori Top 20 or Most Added Top 40.
- 3 You have featured in the official nationwide SRN Top 10 chart.**
You must have featured in the official nationwide SRN Top 10 or the Hit Picks which is published online weekly. <http://srn.nz/>
- 4 You have featured on a live-to-air performance on a New Zealand platform.**
This can include a live-to-air performance on a radio station or network like RNZ, a student radio station etc., or a live stream performance on a New Zealand-based platform. Please note this can not include your own livestream event via Facebook, Instagram etc.
- 5 You have been paid for use of one of your songs (eg. sync).**
This is where you have been paid for the use of your music in a movie, TV show, advertisement etc.

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Other media/platform editorial [4 criteria points in total]

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1 You have achieved a playlist placement on an official digital streaming platform-curated playlist (eg. curated by Spotify, Apple Music etc).**
This must be official platform-curation (i.e. created and curated by Spotify, Apple Music or other platform editors). This does not include user/personal playlists or NZ On Air Music playlists.
- 2 You have featured in a New Zealand-based music/entertainment publication (online or print).**
This can include a feature article and/or music video feature. NZ music/entertainment publication (online or print) examples include NZ Musician, Undertheradar, TimeOut, 13th Floor, Sniffers, The Spinoff, Stuff, Coup de Main, muzic.net.nz, HITUPANGE etc.
- 3 You have featured in an overseas-based music/entertainment publication (online or print).**
This can include a feature article and/or music video feature. Overseas music/entertainment publication (online or print) examples include Pigeons and Planes, Happy, Rolling Stone, Line of Best Fit, Fader etc
- 4 You have had a music video premiere on a significant New Zealand or international online music/entertainment platform/publication.**
This must be a specific video premiere which was exclusive to that platform for initial release. NZ or overseas-based music/entertainment online publication examples include any of the examples in questions 2 and 3 above.

Live performance track record - [6 criteria points in total]

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1 You have had more than 100 paying public attend any ONE show that you headlined.**
'Headlined' means that your act was the main performer at the event, not a support act.
- 2 Your live performance/show has been favourably reviewed in a significant online or print media publication.**
NZ music/entertainment publication (online or print) examples include NZ Musician, Undertheradar, TimeOut, 13th Floor, Sniffers, The Spinoff, Stuff, Coup de Main, muzic.net.nz, HITUPANGE etc. Overseas music/entertainment publication (online or print) examples include Pigeons and Planes, Happy, Rolling Stone, Line of Best Fit, Fader etc.
- 3 You have completed a New Zealand tour of at least three centres or perform regularly around New Zealand.**
- 4 You have completed an international headline tour of at least three centres.**
- 5 You have supported a significant international touring act in New Zealand or overseas.**
'Significant' meaning an act that regularly tours multiple overseas markets.
- 6 You have played a major festival.**
A minimum attendance should be at least 2,000 at any festival you reference in this question.

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Business time - [5 criteria points in total]

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1 You are signed to a third-party record label.**
A third-party record label is a company with a track record of releasing new music in New Zealand that is not owned or operated by the artist applicant.
- 2 You have a third-party publishing deal.**
A third-party publishing deal is an agreement with an organisation that has a track record of promoting compositions for commercial use e.g. film syncs and collecting licensing royalties on behalf of the composers. This could be part of a record label or an independent organisation but it cannot be owned or operated by the artist applicant. This does not include APRA/AMCOS.
- 3 You have a third-party management deal.**
A third-party management deal is an agreement with a company or individual artist manager with a track record of overseeing the business activities of musicians, producers and songwriters. The manager cannot be the artist applicant.
- 4 You have a third-party live booking agent.**
A third-party booking agent is a company or individual with a track record of securing live performance bookings. The booking agent cannot be the artist applicant.
- 5 You have a distribution arrangement in place.**
A distributor is a company that is responsible for selling music online and in stores and includes distributing songs to streaming platforms. This could be part of a record label or an independent organisation operating in New Zealand, or an online service.

Awards and other recognition- [4 criteria points in total]

Answers in this Awards/Recognition section can apply to any artistic entity you have been a significant part of.

- 1 You have been a finalist for a major nationwide music award.**
Major nationwide music award examples include any category in the New Zealand Music Awards (Tui), APRA Silver Scroll, Waiata Maori Music Awards, Pacific Music Awards, Taite Music Prize, etc.
- 2 You have been a national finalist in SmokefreeRockQuest or SmokefreeTangata Beats.**
This must have been a national finalist, does not include regional finalists.
- 3 You have had a song, album or EP feature in the Recorded Music NZ Top 20 Album or Single or Hot charts (these charts incorporate streaming, airplay and physical sales).**
These charts incorporate streaming, airplay and physical sales. You will need to state the song, chart type and position and month and year. <https://nztop40.co.nz/>
- 4 You have received a music grant previously from another New Zealand public funding agency (eg. Creative NZ, NZ Music Commission, Te Māngai Pāho).**