

# NZ Media Fund: March/May 2021 Funding Round

## Information for Funding Applicants – Request For Proposals (RFP) for Youth Audiences

### A. Purpose

We are seeking Scripted (fiction), Factual (non-fiction) and Music content proposals with a focus on youth issues and audiences. The target age range is 15-30 years with a priority focus on 15-24 years.

### B. Introduction

NZ On Air's funding strategy is founded on core public media principles. These include enriching the New Zealand cultural experience, improving diversity of media content in many forms, ensuring content is accessible, strengthening community life, and promoting informed debate. Our publicly funded content may entertain, and it will add cultural value.

If you are new to our funding application process and would like further guidance on what to include in your application, how to meet specific funding criteria, or if you have any questions regarding this RFP please feel free to get in touch with our funding advisor, [Nicole Rex](#).

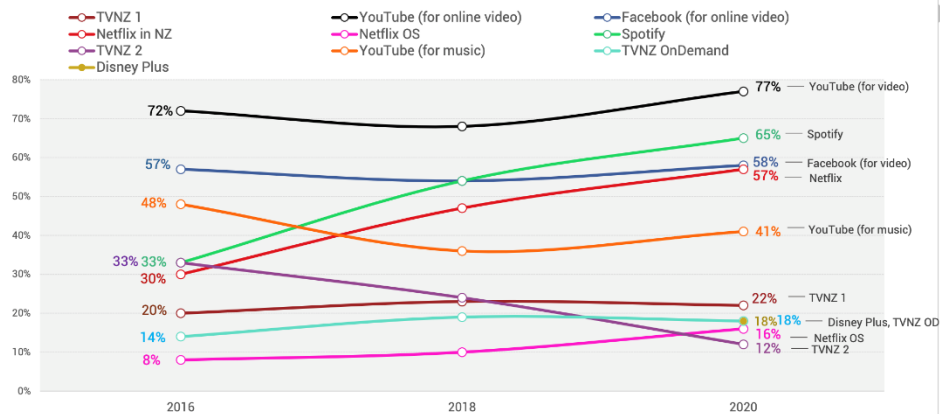
### C. Research

Our 2020 Where Are The Audiences research<sup>1</sup> found that:

- Digital media overtook traditional media among 15-24 year-olds at least four years ago. This group exhibit very different daily media behaviour to overall New Zealanders 15+.
- YouTube is the most popular online video site, reaching nearly one in two New Zealanders each day (48%), followed by Facebook (36%). Among 15-39 year-olds, online video (84%), music streaming (72%) and Subscription Video On Demand (SVOD) (65%) are easily the most popular – followed by gaming (47%).
- 15-24 year-olds spend nearly three hours a day watching SVOD or listening to streamed music, more than 2½ hours watching online video, and 1½ hours playing online gaming. The most time youth dedicate to a traditional media is watching TV for 46 minutes per day.
- YouTube (for video), Netflix and Spotify continue to increase their daily reach among 15-24 year-olds. There is now a gap between the top five digital providers and the other top sites, channels or stations among 15-24 year-olds.

---

<sup>1</sup> <https://bit.ly/3irRzvj> and <https://bit.ly/2LMXCi4>



- Next seven:
- NZ Herald (video) 10%
  - Three 9%
  - Stuff (video) 9%
  - Mai FM 8%
  - ZM 8%
  - Amazon Prime 7%
  - Apple Music 7%

## D. Overview

In this financial year, NZ On Air has earmarked **up to \$2.5m** of contestable funding to support the creation of Scripted, Factual and Music content for youth audiences. Up to \$500k of this funding is set aside for music content proposals.

We are seeking proposals of a maximum budget of around \$300k per application with free public access. We expect the average ask to be circa \$150-200k. We are looking to fund around 8-10 projects within the available funding.

### We are looking for:

- Concepts featuring distinctive voices and vision in order to break through the noise online.
- Innovative proposals that demonstrate great potential to deliver engaging content that is clearly targeted at a group within the overall demographic (15-30 year-olds).
- Short-form, mobile-first concepts and content designed natively for digital platforms.
- Projects that have a total understanding of their target audience and how they can leverage their existing audiences, where applicable, for success.
- Projects that think outside of the box when it comes to marketing and release plans. Engaging traditional means of promotion is fundamental (e.g. custom social pages, reviews, paid promotion, electronic press kits, email marketing) but creative marketing strategies (such as influencer engagement, online event launches, gif, filter and sticker creation, TikTok brand and ad creation, engaging personal networks etc.) is encouraged. The hiring of illustrators and graphics designers can also fall under the marketing and release strategy budget costs outlined in more detail in the 'Guidelines' section below.

Podcasts, interactive concepts and games (excluding video games) will be eligible, however, they are not the priority of this RFP, which is focusing on online video opportunities.

### Music content applications

Music content applications must be focused on contemporary popular New Zealand music and we are seeking proposals that focus on new and recent releases and artists. Ideas profiling and promoting historic catalogue/gold material is not sought for this RFP.

Music-related applications may incorporate audio/video or audio-only content, however visual elements would be anticipated to enhance discoverability across platforms the target audience use heavily.

## E. Guidelines

A limit of two applications per producer or production company will be accepted for assessment. We want your best ideas.

As usual, projects that are approved funding of \$50,000 or more will need a registered company attached that we can contract with. This is not a requirement at the application stage.

Having a qualifying local platform<sup>2</sup> may strengthen your business case but it is not a requirement of this RFP as the goal is to connect with your targeted audience wherever they may be.

If you do not have a qualifying local platform attached to your project, the creative team responsible for the project must include a producer and director (or equivalent roles relevant to the type of project) with at least one credit in the same role on a comparable project which has been publicly released (a link to this project should be provided), and NZ On Air may be in touch with you to discuss potential mentoring and producer support required for the project.

The project must be available for free public access on a screen-based device. Where projects are supported by a TV platform and include a TV component, content must also be distributed on at least one other digital media platform besides a TV On Demand service.

We require New Zealand audience viewership and engagement data to be obtainable from all content distribution platforms and shared with us throughout the release and upon completion of the project.

The project **cannot** be:

- primarily a video game
- primarily an e-book or interactive book
- a digital/online extension to a film or TV programme
- content made primarily for internal training purposes.

Returning series of previously funded content are unlikely to be highly prioritised compared to new projects unless there is demonstrable engagement by the target demographic.

**Your application should include:**

- A cultural strategy document detailing what principles and processes you intend to have in place to ensure authentic and inclusive representation (where relevant) in front of and behind the camera.
- A marketing and release plan (minimum three pages) outlining a thorough understanding of the intended audience, their viewing habits, the intended release platform and strategy around how this project will attract an audience. Support for paid marketing and promotion may be reflected in the proposal budget. A maximum allocation of \$20k can be sought for a marketing and release plan with clear justification provided.
- An overview of how you will record and measure your audience viewership and engagement data, e.g. the quantitative (audio streams, video views and engagement, google analytics

---

<sup>2</sup><https://bit.ly/3p2SYLb>

etc.) and the qualitative (Facebook, Instagram and Twitter comments and direct messages, reviews, testimonials) or any other measurements you think would be relevant.

- An explanation of why you want to tell this story, your passion for it and why it should be told now. You should also explain why you believe your project will be appreciated and engaged with by the intended audience. You can address these points in a simple talk to camera 'video pitch' of no more than three minutes, although this presentation format is not an application requirement.

## F. Useful resources

- Youth segmentation of the 2020 Where Are The Audiences Research: <https://bit.ly/2XRYtAD>
- Digital 2020 (NZ) Report: <https://datareportal.com/reports/digital-2020-new-zealand>

## G. Timeline

**18 February 2021**

**Funding round opens.**

All applications must be made through [NZ On Air's online application system](#). Applications not submitted through this system will not be accepted. You must submit a request to register with our online system well in advance of the application deadline day.<sup>3</sup>

**18 March 2021, 4pm**

**Application deadline.** Round closes.

Late applications will not be considered. In very exceptional circumstances, for time-sensitive projects agreed prior by the Head of Funding, we may consider an out of time application. But we won't be generous.

**5 May 2021**

**Decisions confirmed,** applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

## H. Contacts

Queries around the **submission of applications** through NZ On Air's online application system should be directed to [funding@nzonair.govt.nz](mailto:funding@nzonair.govt.nz).

## I. Reserved Rights and Terms and Conditions

The following government standard terms and conditions apply to the RFP and the RFP process:

- a. you must bear all of your own costs in preparing and submitting your proposal
- b. you represent and warrant that all information provided to us is complete and accurate
- c. we may rely upon all statements made in your proposal
- d. we may amend, suspend, cancel and/or re-issue the RFP at any time
- e. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- f. we may accept late proposals and waive any irregularities or informalities in the RFP process
- g. we may seek clarification of any proposal and meet with any submitter(s)
- h. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
- i. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).

---

<sup>3</sup> See here for [general guidelines for funding applicants](#)

- j. we both agree to take reasonable steps to protect the other's confidential information
- k. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- l. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a funding contract
- m. our Request for Proposals (RFP) comprises this document, and any subsequent information we provide to suppliers
- n. the laws of New Zealand shall govern the RFP process
- o. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions, and the additional terms and conditions below, if applicable.