

# He Tono nā Whakaata Māori

## Māori Television Request for Proposals

**Karanga te pō!**  
**Karanga te ao!**  
**Tihei mauri ora!**

**Kei ngā ringa rehe o te ao pāpāho,  
tukua mai ngā whakaaro auaha!  
Kia hao te rangatahi!**

### **Rangatahi Audience (15-24) Receptive (30% reo Māori)**

Whakaata Māori is seeking proposals for fresh, engaging content for our Rangatahi audience (15-24) across all Māori Television platforms.

We are looking for social led content with online, mobile first and multi platform delivery in the receptive language category (minimum 30% reo Māori).

The process for this round will be by **FULL PROPOSAL** only to be delivered by **1pm Monday 8 March 2021**. (see further notes).

### **Background**

Whakaata Māori is committed to seeing and showing Māori thrive.

Our team of kaikōkiri kaupapa contribute to this vision by commissioning innovative, engaging content that reflects the value of te reo me ngā tikanga Māori as part of our national identity here in Aotearoa.

With the majority of the Māori population aged under 25, there is great demand to deliver content that engages rangatahi audiences.

Popular content currently serving our rangatahi on demand includes scripted bilingual drama Ahikaaroa, fluent factual series Rage Against the Rangatahi and fluent music series Waiata Nation. We also deliver short form rangatahi content in events, music, social issues and comedy via TUKUHQ Instagram.

Research insights reveal that rangatahi enjoy content that pushes boundaries and runs close to the line of controversial.

We are looking for energising content that may break boundaries, and will satisfy our rangatahi audience needs to 'crack up' and 'chill out'!

**We are seeking proposals that include one or more of the following genres:**

- Comedy - Entertainment
- Factual - Reality
- Featured talent with established audiences & high social engagement
- Lead conversations in social issues that matter to rangatahi
- Reflect aspects of identity, te reo Māori and culture throughout Aotearoa
- Deliver innovative, creative and fresh ideas in factual programmes
- We are keen to see production teams that feature up and coming talent in front and behind the camera, with experienced practitioners in support roles.

**MĀORI**  
TELEVISION

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### Budgets

Budgets vary according to genre and scope of kaupapa; delivery of key content in a series is expected. 10 episodes x 5-8 minutes per series with various micro content extensions in distribution for audience engagement (ie Instagram quotes, Facebook story-related polls, Tiktoks etc) As outlined in the NZ On Air RFP, we expect the average series to range from \$150,000- \$200,000.

### Platforms

This audience seeks content mostly online, so consider online, mobile first, short form series formats with an output plan that engages rangatahi across our key digital platforms (Māori Television on demand, Māori Television app, TUKU HQ Instagram, Facebook, YouTube).

Include all potential platform partners and the schedule of delivery.



### Te Reo Māori & Tikanga Māori

As a media company dedicated to te reo Māori me ngā tikanga Māori in all aspects of production; proposals in this receptive language category will need to include our Mahere Reo framework as part of your cultural strategy outline [Mahere Reo Framework Template](#)

### Funding Round

For more information on the NZ On Air Youth funding round [www.nzonair.govt.nz](http://www.nzonair.govt.nz)

### Commissioning Process

The kaikōkiri kaupapa team are assessing FULL PROPOSALS only for this round and will look to support a small number of the best projects to NZOA.

Contact our kaikōkiri kaupapa team in the first instance to discuss any ideas for submission well in advance of the full proposal deadline.

### PROPOSAL DEADLINES

- **MTS RFP released**  
Wednesday 10 February
- **MTS Full Proposal Deadline**  
Monday 8 March, 1pm
- **MTS Assessment**  
Wednesday 10 March
- **MTS Support Outcomes**  
Monday 15 March
- **NZOA Funder Deadline**  
Thursday 18 March, 4pm

All proposals must be delivered via email to:

[proposals@maoritelevision.com](mailto:proposals@maoritelevision.com)

Proposals must include a proposal cover sheet which is available on the Māori Television website:

<http://www.maoritelevision.com/about/producers/producer-resource-guide>

If you do not receive an email confirmation that your proposal has been received, please contact our Content Coordinator. [toni.hoete@maoritelevision.com](mailto:toni.hoete@maoritelevision.com)

