

HE PĀNUI PRODUCER NEWSLETTER

Te Kōkiri Kaupapa
Content Commissioning
Pipiri 2020

2020



MĀORI
TELEVISION
maoritelevision.com

KIA ORA!

HE PĀNUI: PRODUCER NEWSLETTER – PIPIRI 2020

Matariki hunga, Matariki ahunga nui.

Matariki has many admirers, Matariki brings us together.

E ngā ringa tōhau nui o te ao pāpāho, tēnā koutou katoa!

Matariki Season is here and what a year 2020 has been so far! Despite the global challenge presented by Covid-19, we can be proud to have come through this wave of the pandemic as a country and move forward to more conscious times of collaboration and communication.

As a broadcaster, we continued to serve our audiences and do what was required to adapt to the restricted environment. Despite massive changes, the channel continued the kaupapa to strive and thrive. In partnership with The Ministry of Education, we were able to provide fluent educational programming through *'Mauri Reo, Mauri Ora'*. With the support of the independent production community, we were the first channel to provide short-form content straight to social media and ondemand with the Manaaki Apataki strategy. Designed to help our audiences through lockdown, the most popular content made by you were *'Lifted'*, *'Rural Tips'*, *'Mohoa with the McLeods'* and *'Whanau on the Frontline'*.

Many conversations and industry panels were held over the past two months. Thanks to ASAC and DocEdge for the opportunity to be represented on those forums. We have seen a general increase in the interest around news & current affairs as our apataki have wanted to keep updated with what is going on in the world (*Te Ao Tapatahi, Te Ao News, Te Ao with Moana*). Music, entertainment and comedy have been popular in providing relief for whanau (*Waiata Nation, Ka Pai Living*). Premium Lifestyle and Outdoors shows remained in the Top 5 as audiences enjoyed stories from land and seascapes beyond the four walls of their homes (*Matau, Piri's Tiki Tours, Toa Hunter Gatherer*). Complementary content around important social events and issues have been ways of increasing our kaupapa driven support (*Shot Bro, In Conversations – Shot Bro*).

Our team is now back in the tari and grateful to everyone for their time and grace over this period. Hopefully, you were able to reflect and revitalise as we all work through the necessities to get back on track. Thank you for keeping in touch on projects, working through necessary changes and continuing to tautoko the kaupapa as part of the Whakaata Māori whanau whānui.

We look forward to new local programming coming through in the Matariki Season! Some really exciting content to celerate Matariki this year, including the Punarau Media produced *'Beyond Matariki'* series with Rangi Matamua starting 16 July.

TE RANGA KŌKIRI KAUPAPA - CONTENT COMMISSIONING TEAM 2020

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TE REO

Tamariki **hā!**

teao
MĀORINEWS

MTS RFP ROUND PIPIRI 2020

*Authentic Māori content that reflects who we are and our place in the world.
Te Reo & Tikanga Māori – Engaging content that supports and reflects our language and tikanga.*

MTS RFP PIPIRI 2020	MTS TWO PAGER	MTS FULL PROPOSAL	FUNDER DEADLINE	FUNDER OUTCOME	TX - JUNE 2021
<p>NZOA (Sep) - 2020 FACTUAL: Targeted Audiences SCRIPTED: Targeted Audiences</p> <p>¥ Targeted audiences include Children, Pacific, Chinese, Indian, Pan-Asian, Disability and other community minorities of reasonable size.</p>	<p>1pm 2-July--20</p>	<p>1pm 22-July-20</p>	<p>4pm 6-August-20</p>	<p>30-Sept-20</p>	<p>MĀNAKONAKO <u>STAY LONGER</u> Cost effective, high engagement Scripted Series <u>STAY TOGETHER</u> Culture-hook entertainment Strategise fresh content for new audiences in a cross-platform complementary platter format <u>STAY LOYAL</u> Brand value shows for identity building Content linked to key externals to maintain audience beyond the screen</p>

1.

Fresh Voice Factual Docu-Series that reflects identity, connection and changing community perspectives in Aotearoa.

We are looking for local snapshot documentaries that reflect the theme ‘AOTEAROA NOW’ with stories of social issues and change for Māori and connected communities.

Genre: Documentary

Format: 26min premium primetime

Audience: Whānau / General

Platforms: MTS First Primetime Linear & Ondemand + Consideration of Second Platform option.

Key elements of NZOA Pathways.

Rārangi Take Matua **Premier stories**

Hei whakatairanga i ngā kōrero whaimana nō Aotearoa tonu e mina mai ai te karumātaki nā tōna hanganga rerehua mai. We will support powerful New Zealand stories with high production values that captivate audiences.

He Angitu Hou **Fresh opportunities**

Kia whai wāhi ngā kawenga e toro atu ana ki tua o te pae tawhiti We will make space for content that stretches story or multimedia boundaries.

MTS RFP ROUND PIPIRI 2020

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Te Reo & Tikanga Māori – Engaging content that supports and reflects our language and tikanga.

2.

Scripted Series or Unscripted Comedy reflecting Aotearoatanga with cross-platform storytelling and engagement plan.

We are looking for scripts to storyworlds reflecting 'AOTEAROTANGA'. They can be rural or urban based but must reflect community, include te reo & tikanga māori and a mix of cultures living in Aotearoa today.

Genre: Drama or Comedy

Audience: General

Platforms: MTS First Ondemand Premiere with a Primetime Linear payout. Consideration of second platform option.

Key elements of NZOA Pathways.

He Reanga Kaikawekōrero hou. Newer storytellers

Hei tohu huarahi anō mā ngā reo hou me te mahi whakamātautau. To provide a pathway for newer voices and experimentation.

- Adequate budgets for projects that focus on different and diverse content to that available in the Premier and Sustainable categories
 - o Up to \$500K NZ On Air contribution per project
 - o Prior production credits necessary (and/or a great Executive Producer)
- Platform support is required and projects will need to demonstrate the strength of the proposal with supporting material: scripts, a pilot or taste tapes.

3.

Tamariki/Children's Scripted Series.

Genre: Open

Audience: Tamariki

Platforms: MTS First Linear & Ondemand. Must have script sample & consider second platform partnership.

KAUA E WAREWARE!

We are also open to seeing other factual or scripted series ideas for this round!

MTS is also able to look at being a second platform option for ideas as well!

RFP

Request for Proposals

STEP ONE: MTS RFP RELEASE
MTS releases RFP for content.

STEP TWO: TWO-PAGERS
Two-page proposals – Please send all proposals by the advised date to proposals@maoritelevision.com

STEP THREE: FULL PROPOSALS
Successful proposals will be advised for full proposal.

STEP FOUR: LETTERS OF SUPPORT
Successful full proposals will receive a letter of support to the funder.

- 1) Te Aronga a Whakaata Māori
Does it match our key priorities?
- 2) Te Reo & Tikanga Māori
Does it contribute to showcasing te reo Māori me ngā tikanga Māori?

- 3) Production & Personnel
Does it have a strong team behind it, with the capability to deliver on time?
- 4) Pūtea – Budget
Does the budget reflect the resources and timeframe required to deliver.

What funding are you going for?
TMP – Reo & Tikangā
NZOA – General Audience
Investor – Alignments

What Language Plan do you have?
MTS - Reo & Tikangā Plan
TMP – Ihirangi Mataurau Matatau
Ihirangi Matarau Areare
NZOA – Receptive Strategy

Other external considerations for MTS?
License Fees
Secondary Platforms – Exclusivity & Rights
Investor – Spend