

He Tono nā Whakaata Māori

Māori Television Request for Proposals

Kia hiwa rā!
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Whāngāia kia tupu, kia puāwai.
Ko te ahurei o te tamaiti hei poipoi mā tātou.

Māori Television is seeking short proposals (up to three pages) to support content aimed at our tamariki and rangatahi audiences. Successful short proposals with Māori Television as the primary platform partner will be submitted in a letter of interest to Te Māngai Pāho for the 1-3pg initial round, with further discussions to broadcast commitment should they be successful to full proposal round.

BACKGROUND

Māori Television is committed to engaging audiences so they feel inspired, excited and empowered to connect with te ao Māori, te reo, me ngā tikanga. Our tamariki and rangatahi audience are critical to this revitalisation effort and play a significant role in our long-term outcome for te reo me ngā tikanga to be thriving.

Our Tamariki Hā platform <https://www.maoritelevision.com/tamariki> is specifically designed to support our nohinohi (0-4 years) and tamariki (5-9 years) viewers. Shows that have featured on this platform include Pūrākau, Te NuTube and Pūkana.

With the majority of the Māori population aged under 25, there is also a great demand to deliver content that engages rangatahi audiences. On-Demand, our popular rangatahi content 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 on Facebook and Instagram.

We are seeking innovative short-proposals (three-pages) that complement our slate programming and reflects the world that mokopuna, tamariki and rangatahi see and aspire to be a part of.

In supporting fresh ideas, reversioning will not be considered by us in this round.

TE REO MĀORI & TIKANGA MĀORI

As a media company dedicated to te reo Māori me ngā tikanga Māori in all aspects of production; pitches will need to take into account our Mahere Reo framework as part of your cultural strategy.

Link: Māori Language Plan Template

COMMISSIONING PROCESS

The kaikōkiri kaupapa team are assessing SHORT-PROPOSALS only for this round and will look to support the projects that best align with our priorities. Content creators are welcome to contact our kaikōkiri kaupapa team to discuss any ideas for submission.

All proposals must be delivered via email to proposals@maoritelevision.com by the deadline time.

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

Link: MTS Coversheet

If you do not receive an email confirmation that your proposal has been received, please contact our Content Coordinator.

content.coordinator@maoritelevision.com

Proposal Deadlines

- **MTS three-page pitch**
Deadline 6 April 2021, 1PM
- **TMP three-page pitch**
Deadline 16 April 2021, 5PM
- **MTS full proposal**
Deadline 24 May, 1pm
- **TMP full proposal**
Deadline 4 June, 5pm
- **TMP full proposal**
Decision 25 June 2021

FUNDING ROUND

For more information on the Te Māngai Pāho funding round please visit their **website: Te Māngai Pāho**

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NOHINOHI AUDIENCE (0-4 years)

We are looking for series that entertain our youngest and most inquisitive audience. Insights reveal waiata and pakiwaitara are popular with our nohinohi and we're seeking to support the best ideas that serve them across all genres and formats.

Ideas should fit within the following criteria:

- minimum duration of 9 minutes
- minimum number of episodes 6
- maximum number of episodes 26
- minimum 71% te reo Māori
- Budgets should be appropriate to scope, format, and production schedule

Our nohinohi content reflects the world they live in. We're looking for content that aligns within the following kaupapa:

- **MANA ATUA** - Wellbeing: Health and safety, wellbeing and lifestyle, emotional expression
- **MANA WHENUA** - Belonging: Relationships with family and wider world, routines, customs and events
- **MANA TANGATA** - Contribution: Fair play, respect, manaakitanga, rangatiratanga
- **MANA AOTŪROA** - Exploration: thinking and reasoning, confidence, exploration of the natural, physical and material world

TAMARIKI AUDIENCE (5-9 years)

Studies have shown that children, particularly Māori children, tend to watch local content with greater regularity than average. We are looking for series featuring tamariki interacting with each other and connecting with Te Ao.

Ideas should fit within the following criteria:

- minimum duration of 9 minutes
- minimum number of episodes 6
- maximum number of episodes 26
- minimum 71% te reo Māori
- Budgets should be appropriate to scope, format, and production schedule

Ideas should be entertaining, aspirational and reflect Aotearoa worldviews or lifestyles. They can be any genre or format, and ideally, align with the following kaupapa and/or values:

- Arts and Crafts
- Health and Nutrition
- Performing Arts
- Lifestyle and Entertainment

TAIOHI AUDIENCE (10-14 years)

Research has shown that this audience wants content that reflects and explores who they are. We are looking for series featuring taiohi interacting with each other, understanding local environments as well as live action scripted drama.

Ideas should fit within the following criteria:

- minimum duration of 9 minutes
- minimum number of episodes 6
- maximum number of episodes 26
- minimum 71% te reo Māori
- Budgets should be appropriate to scope, format, and production schedule

Ideas should be entertaining, aspirational and reflect Aotearoa worldviews or lifestyles. They can be any genre or format, and ideally, align with the following kaupapa and/or values:

- Identity
- Performing Arts
- Lifestyle and Entertainment

RANGATAHI AUDIENCE (15-30 years)

Research and insights reveal that rangatahi enjoy content that pushes boundaries, that may break boundaries, and satisfy their need to 'crack up' and 'chill out'!

With this reason in mind, Whakaata Māori is seeking short-proposals for content that will resonate with our Rangatahi audience that can be made available for use across all Māori Television platforms. It can be any genre or format but should be inclusive of emerging rangatahi talent either in front or behind the camera (or both!), with experienced practitioners leading and supporting their growth.

We are looking for primetime series with a strong output plan that includes social led content that is online, mobilefirst with multi-platform delivery. Priorities will be in the fluent language category (minimum 71% reo Māori) but happy to include proposals for the receptive language category (minimum 30% reo Māori).

- minimum duration 26mins
- minimum number of episodes 6
- minimum 30% te reo Māori
- Budgets should be appropriate to scope, format, and production schedule.

