

— NZ On Air RFP

MĀORI
TELEVISION
maoritelevision.com

Friday 2nd March 2018

**Māori Television is seeking two-page pitches by 5pm Friday 6 April 2018 to screen in 2019
and beyond:**

Primetime RFP

- We are looking for primetime, clear formats and treatments to serve receptive audiences interested in Aotearoa lifestyles.
- We want contemporary ideas with high production values that will attract an audience hungry for human stories with genuinely new and surprising journeys at their heart. We are looking for factual and lifestyle series that give audiences new perspectives on things they are curious about, care about, or might think are funny. Ideas will have to show innovative use of te reo Māori on screen that will inspire and connect learners to our language. Pitches which include potential platform partnerships with strong marketing and/or distribution plans will be favoured.

Requirements:

- Factual and lifestyle genres considered
- Receptive language programming
- Must genuinely sustain a commercial half-hour (26mins) or hour (52mins)
- Must sustain no fewer than 8 episodes
- Must have measureable reo and tikanga outcomes
- Must have proven experience in the genre