

Te Māngai Pāho RFP

MĀORI
TELEVISION
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Friday 2nd March 2018

**Māori Television is seeking two-page pitches by 5pm Thursday 12th April 2018
for the following content genres:**

Tamariki RFP

- Our tamariki are seeking shows that are funny, feature a variety of content segments, and that reflect themselves and their lives.
- We are calling for programme ideas that cater to our target age groups: nohinohi (0-5years) and tamariki (6-9years). This is fluent programming (100%) that should be designed with both a linear and online reach. Pitches that speak either strongly to or from the viewpoint of our tamariki are more likely to be successful in this assessment.

Requirements:

- All genres considered
- Fluent language programmes only
- Must be no longer than 9 minutes per episode
- Budgets circa \$7,500.00 per episode
- Ideas must sustain 26 episodes

Fluent and second language Rangatahi RFP

- We want contemporary, prime-time, fluent and second language programme ideas that will appeal to our Māori youth (15-24years) audience who are hungry for stories about themselves, our language and culture, and our events.
- Ideas that tell relevant stories, both modern and historical, that have an intelligent and lively approach will be prioritised. We want to support genres and formats that attracts audiences and holds attention, and where te reo Māori is used in an engaging way. Ideas should also satisfy an online audience, eager to share their positive viewing experience with their digital peers.

Requirements:

- All genres considered
- Second language and fluent programming
- Must genuinely sustain either a commercial half-hour (26mins) or one-hour (52mins)
- Must sustain no fewer than 6 episodes
- Must have measureable reo and tikanga outcomes
- Must have proven experience in the genre

Fluent RFP

- We are looking for fluent, contemporary, fresh ideas that reflect the lifestyle and experience of Māori culture, values and perspectives.
- We're interested in supporting projects that cater to a broad audience who value Māori language and identify with Māori worldviews. We want ideas that bring high-production values, compelling characters, brilliant storytelling with new perspectives to our channel. Suggested genres may include lifestyle, factual, and magazine programming.

Requirements:

- Fluent programming
- Must genuinely sustain a commercial half-hour (26mins) or one-hour (52mins)
- Must sustain no fewer than 13 episodes
- Must have measureable reo and tikanga outcomes
- Must have proven experience in the genre

Lifestyle RFP

- We are looking for programme ideas that are presenter driven and have a clear format. We wish to see pitches that appeal to a female-skewed Māori audience. Lifestyle subgenres include cooking, gardening, hunting, fishing, makeover, property, and health. Ideas for transformative lifestyle programming will be prioritised.
- We want engaging shows that draw our pakeke audience (25-49). This audience wants content that is entertaining foremost, and informative second. We are looking for ideas that have the potential to use te reo Māori in an inspiring way for this receptive audience.

Requirements:

- All lifestyle genres
- Receptive programming (20-35% reo)
- Influential talent and/or guests
- Must genuinely sustain a commercial half-hour (26mins)
- Must sustain no fewer than 13 episodes
- Must have measureable reo and tikanga outcomes
- Must have proven experience in the genre

Receptive RFP

- We are looking for prime-time, receptive-language programme ideas that would appeal strongly to youth (15-24years) who are interested in Māori culture, but who are not yet confident in te reo.
- We want ideas that share strong Māori perspectives, are uniquely Aotearoa, and offer distinct points of view that differ from any other channel. We want to support ideas that bring high production values, fresh treatments and innovative formats to traditional genres such as sport, music, comedy, and lifestyle. Programme ideas need to also appeal to a younger-skew online audience, hungry for something new that holds their attention.

Requirements:

- Sports, music and arts, comedy, magazine and lifestyle genres considered
- Receptive programming
- Must genuinely sustain a commercial half-hour (26mins)
- Must sustain no fewer than 10 episodes
- Must have proven experience in the genre