

**SUBMISSION TO  
TE PUNI KŌKIRI  
ON  
TE AO PĀPĀHO MĀORI  
THE MĀORI MEDIA SECTOR**

**26 JUNE 2020**



**To:** Māori Media Sector Shift  
Te Puni Kōkiri  
Wellington

**By email:** [MaoriMedia@tpk.govt.nz](mailto:MaoriMedia@tpk.govt.nz)

This submission is made on behalf of Television New Zealand Limited, in response to Te Ao Pāpāho – the Māori Media Sector.

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## INTRODUCTION

1. Television New Zealand Limited / Te Reo Tātaki (**TVNZ**) is the country's leading free to air broadcaster. It reaches in excess of 2.2 million New Zealanders every day, predominantly through its three broadcast channels (TVNZ 1, TVNZ 2 and DUKE) as well as its TVNZ OnDemand, 1 NEWS online, Re: and HEIHEI services. It operates 24 hours a day and produces, commissions and acquires thousands of hours of content per year. TVNZ is owned by the Crown and operates as a largely self-funded, commercial entity by virtue of the Television New Zealand Act 2003<sup>1</sup>.
2. More relevantly, TVNZ broadcasts the country's most watched Māori content, from specialist daily news (*Te Karere*), current affairs (*Marae*), oral history (*Waka Huia*), commissioned content (such as *The Casketeers* and *The Dead Lands*) and children's content (HEIHEI) as well as reflecting Māori perspectives through its mainstream news and entertainment programming. Together TVNZ reaches more Māori than any other media entity.<sup>2</sup> TVNZ therefore considers itself to be an important part of Ngā Tuituinga i te Taiao o te Ao Pāpāho Māori / the Māori Media Ecosystem. TVNZ is in the audience business and considers Māori content important to its audiences with or without its mandate to reflect Māori perspectives.
3. TVNZ is uniquely placed to normalise and revitalise the language in the mainstream – which aligns with the overarching objective of the Government's rautaki, Te Maihi Karauna – “kia māhorahora te reo” or the normalisation of te reo Māori across all sectors of our society. Over the past two years, in conjunction with Massey University, Stacey and Scotty Morrison have been teaching weekly te reo Māori classes to TVNZ staff (including on screen talent) to help us achieve this goal. An updated Rautaki Māori for TVNZ has been postponed until after this Proposal has been discussed by Cabinet.
4. Throughout the review process, TVNZ has been represented at the workshops across the country held by Te Puni Kōkiri (**TPK**) to discuss the Māori Media Sector – including Te Pae Tawhiti, of which TVNZ is a member. The TVNZ participants at each found these particularly useful, and they illustrated the breadth of issues covered by the Proposal.
5. TVNZ thanks TPK for the opportunity to make a submission in respect of He Ara Hou / the Shift Options identified in Te Ao Pāpāho Maori / the Māori Media Sector paper (**the Proposal**). TVNZ welcomes the further opportunity to discuss this submission in more detail should TPK desire.
6. TVNZ has had the benefit of reading draft submissions prepared by:
  - Bailey Mackey of Pango Productions,
  - Ngā Aho Whakaari,
  - Annabelle Lee-Mather and Mihingarangi Forbes of the Aotearoa Media Collective;
  - Te Whakaruruhau, and

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<sup>1</sup> See Section 12, Television New Zealand Act 2003

<sup>2</sup> See *Where Are the Audiences?*, NZ On Air, 2018 where TVNZ 1 (42%), TVNZ 2 (25%) and TVNZ OnDemand (23%) reach more Māori than any other aggregated entity

- Radio New Zealand,

in response to the Proposal. TVNZ agrees in principle with these submissions, particularly the widespread concern at the proposed establishment of one Māori news service at the Māori Television Service (**MTS**).

7. TVNZ welcomes the opportunity to make an oral submission on this matter.

#### **EXECUTIVE SUMMARY**

8. TVNZ acknowledges the Proposal, and agrees with the vision, outcomes and principles which underpin it. However, it does not agree with all the solutions proposed, in particular the pre-determined nature of some initiatives.
9. This submission will focus on the following issues:
  - 9.1. Alignment with the Government's Strong Public Media project – TVNZ supports this;
  - 9.2. The need for sector collaboration – TVNZ submits that this is already apparent, but could be increased;
  - 9.3. Te Pātaka Matihiko / Digital Pātaka – TVNZ supports protection of taonga for preservation, access and further use but cautions that the proposed execution requires wide consultation and robust kaitiakitanga;
  - 9.4. Te Pūtahi mō te Hiringa o te Mahi Pāpāho / Centre for Media Excellence – TVNZ does not support the proposed execution but agrees in principle with the need for building capability across the sector and welcomes that opportunity;
  - 9.5. He Pokapū o Ngā Karere Māori / Māori News – TVNZ does not support a centralisation of Māori news; and
  - 9.6. Correction and clarification of information in the Proposal relating to TVNZ.

#### **ALIGNMENT**

10. TVNZ has participated extensively in the Government's Strong Public Media project, of which TPK has also played an observer role.
11. Throughout those discussions the existence of the Māori Media Sector Shift has been noted, and the desire of participants to align these two projects strongly advocated. It appears that the two projects are operating in knowledge of each other but without much co-operation.
12. Māori media is a vital part of public media. TVNZ submits that while a level of independence is both desirable, and important to Māori, the two projects share some common goals and that could be better achieved with stronger alignment. Any new entity that may emerge from the Strong Public Media project will undoubtedly have a mandated requirement to contribute towards the preservation and normalisation of the language, and will also carry significant

amounts of Māori content, so it makes sense to have these projects operate with greater cohesion.

13. The key outcome of a larger and broader audience engaging with Māori perspectives, stories, music and experiences<sup>3</sup> is best achieved by including the future public media entity or entities in these discussions.
14. Any areas where resources are being deployed to ensure frameworks are established should be done so in consultation with each project, therefore reducing the need for duplicated cost. As an example, each project is grappling with the need to move beyond traditional distribution of content in a digital world to access hard to reach audiences (typically tamariki and rangatahi). Neither project is likely to solve this alone and working together accords with both Principle 2 (Sector Aligned) and 3 (Well-resourced and Efficient).

### **COLLABORATION NOT COMPETITION**

15. Te Minita Whanaketanga Māori / Minister for Māori Development commented on 14 June that the Māori Media Sector needed “collaboration not competition”<sup>4</sup>. TVNZ wholeheartedly supports this contention.
16. TVNZ submits that a great deal of collaboration already takes place in the Māori media sector, and that TVNZ has a proven track record in collaborating with other parts of the sector.
17. In particular, TVNZ has operated collaboratively with MTS in the following ways:
  - Providing key Māori news and current affairs content to MTS immediately following broadcast on TVNZ 1, such as *Marae* and *Waka Huia*.
  - Providing high-rating entertainment content such as *The Casketeers*, *Origins*, *Colonial Combat* and *My Māori Midwife* without any contribution. This is often prior to TVNZ’s own rights being exhausted, and whether partly funded by TVNZ with pūtea from Te Māngai Pāho and/or NZ On Air. TVNZ would like to express our concern that the independent production community and the content they produce is completed lacking from the Proposal. TVNZ currently has 25 Māori programmes on its slate – all but one of them, *Te Karere*, are independently produced. We question why such a critical part of the media ecosystem has been omitted.

Forgoing our own projects and providing a secondary platform support for content such as *Ahikāroa*. TVNZ’s platforms deliver audience numbers and the return on investment needed to help unlock contestable NZ On Air funding for MTS
  - Sharing of tamariki content on our platforms and joint submissions for funding on projects such as *Tākarō Tribe*.
  - Joint tonō for content, such as the Tuia 250 live outside broadcast.

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<sup>3</sup> *Te Ao Pāpāho Māori / Māori Media Sector Shift*, p18

<sup>4</sup> *Marae* interview, TVNZ, 14 June 2020

- Making key live content such as daily Covid-19 Ministry of Health and Ministerial briefings available to MTS.
  - Offering back end support to allow MTS to focus on content rather than duplicated services which the viewer does not see. This includes access to the TVNZ Archive on a cost recovery basis, channel playout facilities, editing facilities, studio usage and digital platform access.
  - Offering broadcasting standards advice and expertise.
18. TVNZ's motivation for offering assistance to MTS was the hope that the sharing of de-duplicated services would free-up funding for more content for audiences, and therefore support Principle 3 (Well-resourced and Efficient).
19. TVNZ submits that it has operated collaboratively with other Māori media groups as follows:
- Editing third-party content from *Te Karere* to make available to the iwi radio network free of charge.
  - Offering to vest TVNZ's vast Māori archive with a Māori organisation. Doing this would require consultation to take place with iwi, national Māori organisations (such as the Māori Council) as well as Māori media. As long as kaitiakitanga processes were strong, TVNZ is keen to make this happen.
  - Submitting a tono to Te Māngai Pāho for additional funding for Ahi Kaa – iwi radio which have the journalistic capacity to be trained and equipped with video journalism kits. We worked with Tūranga FM and Tahu FM to pilot it.
  - Submitting a tono to NZ On Air for *Kids' News* last year – a collaboration we spearheaded with RNZ and MTS which would have acted as a pilot for a Māori news hub for rangatahi (this bid was ultimately unsuccessful).
20. TVNZ submits that more of this activity should take place, perhaps under the auspices of a Māori Broadcasting Commission that would straddle the Broadcasting and Māori Development portfolios.
21. These views are supported by Principle 5 (Collaborative and Agile).

#### **TE PĀTAKA MATIHIKO / DIGITAL PĀTAKA**

22. TVNZ agrees with Principles 4 (Protecting and Accessing Content) and 6 (Platform Agnostic) that some form of Digital Pātaka is a future-proof way to ensure that cultural taonga is preserved, maintained and made available for re-use.
23. TVNZ submits that, through its own experience, establishing and maintaining digital repositories for content is expensive and requires a high level of oversight and expertise to preserve the IP of the content – it's a kaitiaki role which carries much responsibility. We would argue that the

IP of the content creators – whether that’s an independent producer or rights holders, such as Te Matatini and Aotearoa Kapa Haka, have the ability to exercise their tino rangatiratanga over their content.

24. In keeping with Principle 3 (Well-resourced and Efficient), TVNZ recommends that existing services such as Ngā Taonga and TVNZ OnDemand be considered as part of this, and that these services be used in conjunction with each other rather in competition.

#### **TE PŪTAHI MŌ TE HIRINGA O TE MAHI PĀPĀHO / CENTRE FOR MEDIA EXCELLENCE**

25. TVNZ whole-heartedly supports growing capability across the Māori media sector, in order to increase the pool of journalistic talent and provide viewers with a better choice of top-quality Māori news and current affairs.
26. TVNZ supports vocational training for Māori looking to train or retrain within media, however it submits that concentrating this within any one organisation would lead to singular ways of operating, whereas diverse methods would promote a stronger future workforce. To isolate training to within one organisation would restrict the breadth of skills developed by those participating.
27. Ideally this training could be funded by TPK but overseen by a tertiary institution, with placements available to any media which carries Māori content, regardless of its intended audience. This will allow for a greater pool of talent and lift standards across all media.
28. This is supported by Principle 8 (Creative / Capable Workforce).

#### **HE POKAPŪ O NGĀ KARERE MĀORI / MĀORI NEWS**

29. TVNZ agrees with the stated objective that the Māori media ecosystem generates and has access to a more diverse, richer, quality news and current affairs. However, it does not agree with the options identified to achieve that, and further submits that the current proposal works against this.
30. In particular, TVNZ does not agree that if concentration of Māori news was to occur that MTS be the vehicle to house it. TVNZ recognises that at the Ministerial Briefing on 19 June 2020, the language in the Proposal that “a single Māori news service be located within Māori Television Service” had been modified to “a single news and current affairs aggregation function to sit within Māori Television Service”.<sup>5</sup> Whether this was deliberate or not, the change has been noted.
31. TVNZ submits that if Māori news was to be concentrated in one place, which has been widely criticised, then the location of that service should at the very least be subject to a tender process

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<sup>5</sup> *Te Ao Pāpāho Māori / Māori Media Sector Shift*, presentation slides

to determine the best candidate. This would be in line with Government's expectations for sourcing of services.

32. Instead, TVNZ advocates an environment where newsgathering resources and inputs can be shared but each entity's finished product can be unique and diverse. An example would be sending two cameras to cover regional hui, when vision could be shared (while coverage and commentary kept distinct).
33. There is much to lose. Moving all Māori news to MTS would erode the four decades of developing *Te Karere*, the nation's most watched Māori news programme. On average its first screening reaches 155,000 New Zealanders per day, with audience growth of 47% in the last six months. The second screening, which includes English captioning, increases audience share further. This is an example of a programme prepared specifically for Māori audiences but with the benefit of wider appeal.
34. *Te Karere* not only draws on the expertise of its dedicated team, but also the wider *1 News* team of over 200 people throughout New Zealand as well as graphics, legal, and technical support. This is a team of experienced producers, reporters, editors and technical staff. By the same token, the *1 News* products benefit greatly from having the *Te Karere* team within its newsrooms.
35. It is this access and experience which enables TVNZ to produce *Te Karere* for a significantly lower relative cost than other providers. Te Māngai Pāho provides approximately \$2.3 million per annum of funding to support *Te Karere*, which was recently extended for a six month period. TVNZ tops this funding up by providing common services to enable *Te Karere* to flourish that no other broadcaster can provide. Losing this to a fully funded centralised service would reduce plurality and standards and provide a diminished service to consumers, at a higher cost.
36. TVNZ submits that given this heritage of excellence that it works with other news providers to ensure that plurality is maintained by sharing resources rather than reducing them.

#### **EMERGENCY MANAGEMENT SUPPORT**

37. TVNZ supports the inclusion of MTS and iwi radio in the Memorandum of Understanding between the National Emergency Management Agency and broadcasters (currently TVNZ, RNZ and MediaWorks).

#### **CORRECTIONS AND CLARIFICATIONS**

38. In closing, TVNZ wishes to correct or clarify several inaccuracies contained within the Proposal<sup>6</sup> in respect of its activities:
  - 38.1. TVNZ does not receive 10% of its funding from the Government. It is almost entirely commercially funded, and any Crown funding it receives is contestable (chiefly through NZ On Air and Te Māngai Pāho).

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<sup>6</sup> *Te Ao Pāpāho Māori / Māori Media Sector Shift*, p44

- 38.2. The statement that TVNZ OnDemand viewers can watch content for free on the day that it airs is misleading. While it started as a catch-up service, TVNZ OnDemand is a premier content destination in its own right and is the most watched local streaming service. It offers content that has not and will not be screened on TVNZ's broadcast platform. There is no charge for viewing any content on the service.
- 38.3. While the former Charter was abolished in 2011, TVNZ's requirement to promote diversity continues.<sup>7</sup>
- 38.4. The provision of television services to the Pacific is managed by Pacific Co-Operation Broadcasting Limited (PCBL). TVNZ ceased running this service in 2015. It does however provide curation and linking services to PCBL, as well as making extensive content to nine Pacific nations via PCBL's Pasifika TV channel.
- 38.5. In keeping with information on other entities, TVNZ operates four news bureaux throughout New Zealand, with an additional five regionally-based video journalists, as well as correspondents in Sydney, New York and London. TVNZ holds an extensive archive of Māori broadcasting.

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<sup>7</sup> Section 12, Television New Zealand Act 2003