

# Māori Media Sector Shift: Te Ao Pāpāho ki Tua

## Terms of Reference

### Purpose

1. This work will explore the most effective and efficient way of funding and producing te reo and tikanga Māori content, and structuring the Māori media sector, to achieve the best outcomes. Key to this will be how to encourage collaboration and innovation, through the funding, production and distribution of content, and considering how to ensure broadcasting entities and organisations are responsive to the changing digital media environment both now and in the future.

### Scope

2. The scope of this work will be to assess and provide possible options on:
  - the funding of te reo and tikanga Māori programming/content, including quantum and distribution
  - the delivery of te reo and tikanga Māori programming/content, including platforms and independent production
  - the rights, retention and access to te reo and tikanga Māori programming/content, including intellectual property and archiving
  - governance structures and mechanisms which enable collaboration and innovation.
3. This will be a Te Puni Kōkiri-led policy review rather than an independent review, and its purpose is to contribute to the legislated Ministerial review of Te Ture mō Te Reo Māori 2016 required post-April 2019 (as soon as practicable after the expiry of three years from the commencement of the Act).
4. The entities and organisations that will be included as part of this work, as publicly funded Māori broadcasting entities, are: Te Māngai Pāho, the Māori Television Service, and Te Whakaruruhau o Ngā Reo Irirangi Māori (and related iwi radio stations).
5. Wider organisations that are relevant to this review and will be engaged through this process, are: Te Mātāwai, Ngā Aho Whakaari, other (self-funded) iwi radio stations, New Zealand Film Commission, and Te Pae Tawhiti (a cross-sector forum of key stakeholders).
6. There are also other organisations that have responsibility for supporting te reo and tikanga Māori content, including New Zealand on Air and Radio New Zealand. While these organisations are administered through other portfolios, this review will provide an opportunity to engage with these organisations, and

to explore the alignment of priorities and outcomes with the Māori broadcasting entities.

7. It is noted that te reo and tikanga Māori content has a broad audience – not just Māori or te reo Māori speakers. This will need to be considered in this stream of work.

## **Requirements**

8. This review will have five separate but interconnected tranches of work which will address the following issues:

### **a. Tranche 1 – Environment**

- Stronger focus on technology, and the impact of changing technology on the distribution and consumption of media content.
- The proliferation of new platforms and providers of media content.
- Changes in audience preferences and behaviours in content consumption.
- The changing roles of content producers and content providers.

### **b. Tranche 2 – Funding**

- The effectiveness of New Zealand's contestable funding model.
- Alternative models for distributing public funding to efficiently produce a wide range of quality Māori content.
- Opportunities to increase existing funding for Māori language content.
- Distribution costs within a multi-platform environment.
- Appropriate funding levels for Māori media content.

### **c. Tranche 3 – Content and Delivery**

- Enabling content innovation to produce engaging, diverse and distinctive programming.
- Measures to promote quality children's programming in te reo.
- Potential for short-form video and online-first content to deliver Māori language/public service outcomes.
- The changing influence of user-generated content on media consumption.
- The changing design and interfaces of media services and content providers.
- Supporting a healthy independent Māori production community.

### **d. Tranche 4 – Content Rights and Retention**

- Intellectual property rights and ensuring universal distribution, availability and accessibility of publicly-funded content.

## e. Tranche 5 – Alignment to Public Broadcasting

- Opportunities to align Māori media content creation and distribution with wider public media content creation and distribution, as a means of growing Māori content and audience.
9. Governance structures and legislative mechanisms will be considered as part of this review and throughout the tranches of work, however, it is intended that the review of Te Ture mō Te Reo Māori 2016 will more closely address these issues. The Te Ture mō Te Reo Māori 2016 review will provide the opportunity to make any required legislative changes, and implement sector-wide reform if required.

## Assumptions

10. The underlying assumptions that this work is based upon are:

- the Crown has a responsibility to protect and promote te reo Māori, including through broadcasting, by way of Te Tiriti o Waitangi
- the Crown is committed to funding te reo and tikanga Māori content through broadcasting and other mediums
- Te Mātāwai and the Māori Television Service are partners of the Crown in relation to Māori broadcasting as outlined in the Māori Television Service Act 2003 and Te Ture mō Te Reo Māori 2016.

## Timeline

