NZ Media Fund: September 2020 funding round
Information for funding applicants – HEIHEI Games

A. Purpose

NZ On Air has approximately $300K in this financial year to support the creation of around 4 - 6 new games for HEIHEI. Our children's media research[1] consistently shows a strong appetite for games and we want to feed the HEIHEI games platform with new gaming content.

The HEIHEI games platform is now independent of the videos and sits on a standalone platform. This has created a smoother path for HTML5 game creation and management and presents an opportunity to expand the game selection.

B. Audience

HEIHEI provides a safe, ad-free environment for New Zealand children aged 5 - 9. This is the pou/framework that underpins HEIHEI.

HEIHEI content sets out to spark curiosity and creativity in tamariki through age-appropriate, quality local content that reflects Kiwi kids (accents, diversity, colloquialisms and values). Content may include educational aspects, and above all else, is engaging, fun and entertaining. Detailed guidelines for applicants seeking to create content for HEIHEI are here.

We are looking for visually impactful, technically simple games that will spark curiosity and imagination in tamariki.

Interests and developmental stages vary among 5-9 year-olds and you may wish to further refine the target audience of your game.

C. Tech Specs

NZ On Air is interested in funding several Mini Games compatible with a range of devices that, collectively, cater to a variety of interests and levels of gaming experience. Mini Games that feature existing characters from HEIHEI shows are of particular interest (but not a requirement). Budgets will vary but we expect a Mini Game funding request to be between $40,000 - $70,000.

Mini Games Compatibility Requirements	Mobile & tablet app (Webview) iOS and Android	Games must be built in HTML5 and run in a webview inside the HEIHEI application. Maximum Game RAM usage: **150MB** Games must play in fullscreen and preferably in landscape orientation.
	Desktop browser (Webview)	Running within a webview in the following browsers: Chrome, Safari, Firefox, MS Edge and Internet Explorer releases 2017 and beyond.

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[1] See the latest HEIHEI User Research from April 2020, page 26 onwards.

	File size	Your HTML5 game should be 50MB or less (taking into consideration the mobile plans for the HEIHEI demographic). All images should be PNG crushed to minimise size.

For this round NZ On Air is not looking to support Complex Games with a higher price point. These may be considered in a future round. **We are also not looking to support apps** – we want HTML5 games that run within the HEIHEI webview.

Delivery/Hosting: HTML5 games are hosted by the HEIHEI Games platform. Partners will upload their HTML5 game in a zip file containing their game. The game must have an index.html or index.htm file. There is an option to embed HTML5 games in the platform if preferred.

Please note: Developers must ensure their HTML5 games support both 'on mouse click' events and 'touch' events, to ensure your game is usable across all endpoints. The HEIHEI platform Webview can potentially be modified to accommodate a specific game - please discuss any required modifications before beginning design or development of your game. To test game compatibility, please get in touch with dan@gamefroot.com for access to the HEIHEI Games test environment.

D. Other Application Requirements

Given the small number of games able to be funded in this round, applications are strictly limited to **two game proposals per production company**. We want your best ideas.

We expect the following detail to be addressed in the creative proposal you submit as part of your online application:

- **A working title**
- **A brief outline of your concept – focusing on how the game will entertain tamariki, add cultural value to their lives, and spark their curiosity** – up to half a page
- **A brief overview of your approach and proposed game format** – up to half a page
- **Game Type** - what type of game are you proposing (e.g. platformer, puzzle, hidden object game etc), how many levels, describe the learning curve, motivations and rewards in the game
- **Insights about the target audience** – how is your game tailored to the HEIHEI audience?
- **Production plan and schedule** - include proposed key deliverables and production milestones from commencement to delivery. Please build in time upfront for scoping and feasibility with the HEIHEI team. We encourage applicants to consider an agile, iterative approach to game development
- **Detailed budget** uploaded as a separate document (ideally Excel) – please include an allowance for updates to ensure system compatibility for a period of up to 5 years.
- **Key personnel** - who are the intended key personnel on the project? We expect expertise in both gaming and children's content in the team
- **Cultural safety** – if your game has multi-cultural and/or multi-lingual aspects to it, we expect that mahi to be driven by or led by individuals representing those cultures.
- **Reference of style / execution examples / concept art**
- **Any other detail you feel is important for us to know**

E. Timeline

3 July 2020, 4pm	Funding round opens.
	All applications must be made through NZ On Air's online application system. Applications not submitted through this system will not be accepted. You must submit a request to register with our online system well in advance of the application deadline day.
6 August 2020, 4pm	**Application deadline**. Round closes.
	Late applications will not be considered. In very exceptional circumstances, for time-sensitive projects agreed prior by the Head of Funding, we may consider an out of time application. But we won't be generous.
30 September 2019	Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

E. Contacts

Queries around the **content of your submission** and **submission of applications** through NZ On Air's online application system should be directed to funding@nzonair.govt.nz

Queries around **game compatibility with the HEIHEI platform** should be directed to dan@gamefroot.com, please CC in mailto:amie@nzonair.govt.nz

F. Reserved Rights and Terms and Conditions

The following government standard terms and conditions apply to the RFP and the RFP process:

a. you must bear all of your own costs in preparing and submitting your proposal
b. you represent and warrant that all information provided to us is complete and accurate
c. we may rely upon all statements made in your proposal
d. we may amend, suspend, cancel and/or re-issue the RFP at any time
e. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
f. we may accept late proposals and may waive any irregularities or informalities in the RFP process
g. we may seek clarification of any proposal and meet with any submitter(s)
h. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
i. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).
j. we both agree to take reasonable steps to protect the other's confidential information
k. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
l. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a funding contract
m. our Request for Proposals (RFP) comprises this document, and any subsequent information we provide to suppliers
n. the laws of New Zealand shall govern the RFP process
o. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions, and the additional terms and conditions below, if applicable.