



Level 2  
119 Ghuznee Street  
P O Box 9744  
Wellington 6141  
New Zealand

info@nzonair.govt.nz  
www.nzonair.govt.nz

Tel: 04 382 9524  
Fax: 04 382 9546

17 January 2019



Horowhenua 5541

by email: 

Dear 

### Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 10 January 2019.

You have requested:

*2018 was the first year since NZ on Air was established that it did not publish its annual report measuring local content on New Zealand television channels. I should be grateful for all or any information in any form concerning the decision not to publish the report last year and the policy, if any, on publication of the local content report in future years.*

The last Local Content Report was published [here](#) in April 2017 covering the 2016 calendar year. It covered trends across seven free to air broadcast channels. In that report, we note:

*"It is likely this will be the final year NZ On Air produces this annual document. The environmental changes noted above, the generally flat trends, and the more fragmented way local content is found, mean the potential scope of the report is now too broad. Compiling the report is resource-intensive: it takes an NZ On Air staff member approximately eight full time weeks to compile. NZ On Air will consider different ways to report on local content trends in the future."*

We are in the process of recruiting an Insights Advisor. The appointee will be developing new reports, including how we might contribute information on external New Zealand media and local content trends. Meantime internal information on NZ On Air-funded content is in our corporate documents as usual.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely

Jane Wrightson  
CHIEF EXECUTIVE

**Connecting and reflecting our nation**