

# NZ Media Fund: August/September 2021 Funding Round

## Information for Funding Applicants – HEIHEI video content



### A. Purpose

This information is **only** for producers intending to make a **HEIHEI video content** funding application to the August/September funding round. The round information for producers intending to make general children's content applications (including games) supported by platforms that are not for [HEIHEI on TVNZ OnDemand](#) will be published at a later date. The NZ On Air funding application deadline for all children's content proposals remains **Thursday 5 August at 4pm**.

There will not be a two-stage shortlisting process for this HEIHEI video content round as there has been in previous years.

There will be a limit of two (2) proposals per production company (this includes Scripted and Factual). We are mindful of limited available funding, and we want your best ideas. This will be strictly enforced. Should you have any queries about this or wish to seek exemption to submit more than two, you will need to contact NZ On Air Head of Funding Amie Mills ([amie@nzonair.govt.nz](mailto:amie@nzonair.govt.nz)) to discuss.

Full proposals for HEIHEI video content will need to be submitted to the [NZ On Air submissions portal](#) before the deadline **Thursday 5 August at 4pm**.

If you are wanting to submit HEIHEI video content, we strongly recommend that producers discuss their ideas with TVNZ's Tamariki Commissioner Ngawaero Maniapoto. In order for her to provide feedback on proposals, these will need to be submitted to [Ngawaero.Maniapoto@tvnz.co.nz](mailto:Ngawaero.Maniapoto@tvnz.co.nz) **no later than July 16**. If you have more than two ideas and are having trouble narrowing these down, Ngawaero is a great point of contact to discuss the prioritisation of your applications with.

---

### C. HEIHEI Content Priorities

HEIHEI provides a safe, ad-free environment for New Zealand children aged 5 - 9. In June 2020, the original HEIHEI platform was migrated across and is now housed on the TVNZ OnDemand platform: [tvnz.co.nz/HEIHEI](https://tvnz.co.nz/HEIHEI)

Heading into its fifth year, HEIHEI has evolved but its content promise remains the same: to spark curiosity and creativity in tamariki through age-appropriate, quality content that reflects Kiwi kids (accents, diversity, colloquialisms and values).

Content may include educational aspects, but above all else, is engaging, **fun and entertaining**.

Content ideas that are noisy and likely to break through to audiences in an increasingly fragmented media landscape are welcomed in this round. We have limited funding and will be looking for projects that can create maximum impact and become playground currency.

**HEIHEI has identified the following priorities for this funding round:**

#### AUDIENCE PRIORITY

**8 - 9:** The audience priority for this round is the older end of the HEIHEI demographic, 8- and 9-year-olds. TVNZ has conducted an audit of existing HEIHEI content and has found it to be over-subscribed in content

aimed at the 5 - 7 demographic. HEIHEI 8-and-9-year-old viewers are a sophisticated audience that like to 'watch up'. We are open in terms of genre, but are looking for big, bold ideas that appeal to these ages.

## CONTENT PRIORITIES

**Factual:** We really want to see stand-out fun factual series. Competitive reality format ideas that hook audiences in and get them committed; engaging obs docs with proven talent (sizzle tapes showcasing talent encouraged); experiential factual-entertainment concepts suitable for family viewing; series ideas that promote STEM subjects in fun and engaging ways.

**Bite-sized content:** Content that is designed to be viewed on smaller screen devices is also encouraged, for example: jokes, pranks, magic tricks, or social media-style/influencer-led content ideas appropriate for this age group.

**Animation:** We are currently well-served with a number of animated titles still in production. Therefore, animation is not a priority for us in this round, however those with a complex narrative aimed at an 8+ audience may be considered. If you want to pitch a concept like this, we strongly recommend you speak to TVNZ's Tamariki Commissioner Ngawaero Maniapoto ([Ngawaero.Maniapoto@tvnz.co.nz](mailto:Ngawaero.Maniapoto@tvnz.co.nz)).

**Scripted live-action:** Noisy, complex themes with well-developed characters and relationships that our audiences can escape into. Our preference is for self-contained episodes with an overarching series arc. Scripted comedies with age-appropriate laugh-out-loud humour are welcomed.

**Cultural diversity:** Reflecting tamariki in Aotearoa is a must. We are looking for new voices to tell different stories and ideas; we want our content to be both a mirror and a window to our audiences.

## MULTIPLE PLATFORMS

Priority will be given to content that is designed with the potential to be used on other platforms, including stripped for linear broadcast.

## BUDGETS

A funding cap of no more than \$500k per project applies for HEIHEI video content.

Proposals that include third-party funding are encouraged.

## PROPOSAL LIMIT

Number of proposals are limited to a total of two applications per production company.