

NewMusic

Frequently asked questions

■ What are the New Music funding schemes for?

NZ On Air funding assists the production and promotion of new music and music videos to help great NZ songs connect with a large audience via broadcast and online platforms.

There are now two streams of funding – Single funding which is focused on funding one song and music video plus promotion; and Project funding which co-invests with professional music companies in multi-song production, music videos and promotion.

The goal is to give each of these funded NZ songs the very best opportunity to connect with as significant an audience as possible on radio and online.

■ Why did the funding scheme need to change?

We're changing to adapt to what is an ever-changing music landscape. For example when Making Tracks launched in 2011 there were no streaming services in New Zealand and now streaming is the number one wholesale revenue stream for recorded music in New Zealand. With the music ecology changing rapidly we aim to provide effective and flexible funding options that reflect what is going on. We will also closely monitor the impacts of the New Music funding schemes and adjust and improve as required.

Today, promoting great music and getting it noticed is a very important part of the process of getting a song to cut through to the potential audience. Previously through MakingTracks we funded songs and videos, but often the resources to help get the music noticed were lacking.

■ How is the Single funding scheme different from Making Tracks?

Single funding is similar to Making Tracks in many ways. It's still focused on single tracks, but now there is more flexibility. The available funding is up to a maximum of \$8,000, but we are less prescriptive about the way those funds can be allocated between recording and music video or visual representation.

Artists still need to meet certain criteria before entering an application, and an industry panel will still decide on the funding each round. There are now five New Music [Single] funding rounds per year rather than 10 under Making Tracks.

Artists still need to co-invest in the single with \$2,000 but some of this co-investment may be used for promotion, publicity and digital marketing to give the single a better chance to cut through.

■ Can I receive a Single funding grant then go onto get a Project grant in the same year?

In the interests of being flexible it is possible that this could happen. However, your single grant would be deducted from the Project grant funding.

■ Can I get funding for recording work that is already released?

You can still apply for funding for the music video or visual representation of the song or songs, but if the music is released (publicly available) then we won't reimburse any of the recording costs.

■ **With Project funding the artist requires the backing of a 'third-party professional music company'. What is that?**

In most cases this will be a professional record label – either independent or major - or a music management company. The company must be NZ-registered and will be responsible for delivering the Project along with co-investing a minimum of 40% of the eligible costs of the Project.

We are looking to co-invest and partner with reliable, experienced, capable and professional music companies who have proven they can successfully plan and manage multi-single release projects. This is a careful use of public funding and has many precedents in the public sector.

■ **Who decides who gets funding?**

New Music Single funding will be decided by a panel of experts, as we have used in the Making Tracks scheme. The New Music project funding will be decided by NZ On Air.

■ **So I can spend some of the grant on marketing, promotion, online ads etc?**

It is expected that each project will allow some budget to spend on promotion, publicity and digital marketing to get the funded song or songs noticed by a larger audience. This is where the new flexibility comes in, and the applicant for Single funding can now spend up to \$2,000 on promoting the funded song and video.

For Project funding the amount of spend on promotion, publicity and marketing will need to be detailed in the project plan and budget.

■ **How much am I supposed to spend on music videos now?**

The New Music funding scheme is more flexible about the budget for music videos. Under the New Music funding scheme NZ On Air is being less prescriptive about how much the applicant must spend on a music video. A good quality music video will cost money, but the details can be negotiated between the applicant and the prospective video maker. We are also open to different styles of online music video or visual representation of the song and the varying budget levels for these. You will still need to submit a budget for recording the song and producing the video.

■ **Are you still funding 60 % of music for mainstream audiences and 40 % for 'alternative' audiences?**

Yes, that target will remain for 2016/17 and will apply to both the Single and Project funding streams.

■ **Can I get Project funding grant then go on to get Single grants in the same year?**

No. If your act has received a Project grant then you not eligible for any further Single funding grants in that year.

■ **How many grants can I receive in a year?**

For New Music Single funding, you can receive up to three grants in a 12-month period, or three grants from any one album, or two grants from any one EP.

For New Music Project funding, any one artist can only receive one Project grant in a 12-month period.