

# NewMusic SINGLE Criteria 2020

*Before you can submit a song for New Music Single funding you will first need to ensure that it qualifies as New Zealand music. You will need to be able to tick at least 10 of the 30 criteria with evidence before you can submit a song.*

## Introduction:

New Music Single application criteria are put in place to ensure that when you're applying for public funding you have first made some positive inroads into audience engagement and gaining a genuine interest in and following for your music. There is huge demand for NZ On Air funding and it's important that the artists submitting songs that go through to our expert assessment panels have made some audience impacts already without funding support.

For NZ On Air to invest public funding into an artist Single, we want to be assured that you have achieved various early music career benchmarks off your own bat. This updated list of Criteria is designed to reflect a key selection of those benchmarks across the areas of Online audience, Broadcast track record, Other platform/editorial features, Live performance track record, Business credentials, and Awards and other recognition.

NZ On Air's mandate is to support a range of quality New Zealand music to be made available and discoverable across multiple online and broadcast platforms where a variety of New Zealand audiences listen to, discover and enjoy music. Hence your online following, streams, radio spins, views, plays and other engagement are core focuses of the work that we do and the music that we support.

To be eligible to apply for New Music Single funding we ask that you have reached at least 10 out of these 30 criteria benchmarks for your music to date. If you can reach at least 10 out of these 30 benchmarks then your song and application can be submitted to be assessed by our expert funding panels.

## Contents:

*Online audience: 6 criteria points (page 1)*

*Broadcast track record: 5 criteria points (page 1)*

*Other media/platform editorial: 4 criteria points (page 2)*

*Live performance track record: 6 criteria points (page 2)*

*Business Time: 5 criteria points (page 3)*

*Awards and Recognition: 4 criteria points (page 3)*

## Strategic Plans and Supplementary Info:

- 1** Please outline how you will reach New Zealand audiences online, on radio and on other media.
- 2** Please outline how NZ On Air funding will be used to improve the quality of your song and video content.
- 3** Name the audio producer, engineer, mix engineer and studio you intend to use for this Single.
- 4** Name the video content producer/director/production company for your video content for this single.

You will need to be able to tick at least 10 of the 30 criteria with evidence before you can submit a song.

## Online audience [6 criteria points in total]

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1** You have had over 5,000 audio streams for any **ONE** song on any **ONE** streaming site/platform.
- 2** You have had over 250,000 audio streams for any **ONE** song on any **ONE** streaming site/platform.
- 3** You have collaborated as a feature on a song that has had over 5,000 streams on any streaming site/platform.
- 4** You currently have at least 5,000 monthly listeners or 2,000 followers on Spotify.
- 5** You have had more than 2,000 plays for any **ONE** music video or piece of video content for your music on any **ONE** site/platform.
- 6** You have more than 1,000 online followers on any **ONE** social media platform.

## Broadcast track record [5 criteria points in total]

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1** You have had a song playlisted on a New Zealand radio station.
- 2** You have had a song chart in one of the weekly Radioscope radio airplay charts.
- 3** You have featured in the official nationwide SRN Top 10 chart.
- 4** You have featured on a live-to-air performance on a New Zealand platform.
- 5** You have been paid for use of one of your songs (eg. sync).

# NewMusic SINGLE Criteria 2020

You will need to be able to tick at least 10 of the 30 criteria with evidence before you can submit a song.

## **Other media/platform editorial [4 criteria points in total]**

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1** You have achieved a playlist placement on an official digital streaming platform-curated playlist (eg. curated by Spotify, Apple Music etc).
- 2** You have featured in a New Zealand-based music/entertainment publication (online or print).
- 3** You have featured in an overseas-based music/entertainment publication (online or print).
- 4** You have had a music video premiere on a significant New Zealand or international online music/entertainment platform/publication.

## **Live performance track record - [6 criteria points in total]**

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1** You have had more than 100 paying public attend any ONE show that you headlined.
- 2** Your live performance/show has been favourably reviewed in a significant online or print media publication.
- 3** You have completed a New Zealand tour of at least three centres or perform regularly around New Zealand.
- 4** You have completed an international headline tour of at least three centres.
- 5** You have supported a significant international touring act in New Zealand or overseas.
- 6** You have played a major festival.



# NewMusic SINGLE Criteria 2020

You will need to be able to tick at least 10 of the 30 criteria with evidence before you can submit a song.

## **Business time - [5 criteria points in total]**

Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this section.

- 1** You are signed to a third-party record label.
- 2** You have a third-party publishing deal.
- 3** You have a third-party management deal.
- 4** You have a third-party live booking agent.
- 5** You have a distribution arrangement in place.

## **Awards and other recognition- [4 criteria points in total]**

Answers in this Awards/Recognition section can apply to any artistic entity you have been a significant part of.

- 1** You have been a finalist for a major nationwide music award.
- 2** You have been a national finalist in SmokefreeRockQuest or SmokefreeTangata Beats.
- 3** You have had a song, album or EP feature in the Recorded Music NZ Top 20 Album or Single or Hot charts (these charts incorporate streaming, airplay and physical sales).
- 4** You have received a music grant previously from another New Zealand public funding agency (eg. Creative NZ, NZ Music Commission, Te Māngai Pāho).