

## Purpose

---

1. This guidance sets out NZ On Air's approach to funding the production of podcasts. With increasing interest in this content format, this policy is intended to help podcast producers determine whether to apply for production funding.

## Introduction

---

2. The core purpose of the NZ Media Fund is: *Great New Zealand content is valued and enjoyed by many New Zealanders.*
3. Podcasts are an important form of this content which are enjoyed by many New Zealanders.
4. NZ On Air defines a podcast as an episodic series of digital audio files, which a user can download or stream over the internet and listen to via a computer or mobile device. Podcasts are similar to radio programmes in form, but they exist as audio files that can be played at the user's convenience anytime or anywhere.

## How we will assess podcast applications

---

5. Standalone podcast applications can be submitted to our Scripted and Factual funding rounds.
6. With finite funds we must determine which podcasts most warrant public funding. For NZ On Air, these are podcasts that:
  - require a significant level of research and
  - address public media<sup>1</sup> topics that are not being addressed elsewhere and
  - are densely researched, and narratively structured.
7. We are less likely to consider funding lower-cost recorded audio interview-style podcasts.
8. We expect the podcasts we support to have a strong distribution and promotion network so that there is a good chance of the content being heard by a sizeable audience.
9. The support of a primary commissioning platform is required and a significant contribution from that platform is expected. Read more about [platform support and financial contributions](#).
10. We are open to supporting podcasts that have teamed up with a global podcast network. We may consider projects behind a paywall if backed by a significant platform contribution (on a minimum match-funding basis) and coupled with a free access outcome.
11. In order to make room for fresh ideas, we are unlikely to fund more than four series of a single podcast.

---

<sup>1</sup> Core objectives of public media include: to support a strong civil society, enrich cultural knowledge, extend public education and strengthen community life.