



New Music SINGLE

Criteria & Guidelines

Irirangi Te Motu
NZ On Air



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 *New Music Single* funding (often receiving over 200+ applications each round) 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.

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.

Key Criteria

- A. Online Audience: 6 criteria points
- B. Broadcast Track Record: 5 criteria points
- C. Other Media/Platform Editorial: 4 criteria points
- D. Live Performance Track Record: 6 criteria points
- E. Business Time: 5 criteria points
- F. Awards and Recognition: 4 criteria points

A total of 30 criteria points can be reached, however to qualify for *New Music Single* funding you will only need **at least 10 of the 30 criteria**.

Before You Apply

Before you submit a song for *New Music Single* funding, you will need to ensure that your music qualifies as '[New Zealand Music](#)'. You can find information on this criteria [here](#).

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.

If this is your first time submitting an application within the NZ On Air *New Music Single* portal, you will just need to sign up first with an email and password. All applications can be submitted at our [New Music Single website](#), or type into your browser newmusicsingles.nzonair.govt.nz

Strategic Plans & Supplementary Info

1. Outline how you will reach New Zealand audiences online, on radio and on other media.
2. 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.

A. Online Audience [6 criteria points]

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.**
Audio streaming site examples include Spotify, Apple Music, Soundcloud, YouTube Music, Bandcamp, etc.
- 2 You have had over 250,000 audio streams for any ONE song any ONE streaming site/platform.**
If you have achieved this with one song then you can use the same song for question 1 (5,000 streams) and 2 (250,000 streams). Audio streaming site examples include Spotify, Apple Music, Soundcloud, YouTube Music, Bandcamp, etc.
- 3 You have collaborated on as a feature on a song that has had over 5,000 streams on any streaming site/platform.**
Feature could include vocal feature or producer feature. e.g. Artist A featuring Artist B. Must be a different song than used in Question 1 or 2.
- 4 You currently have at least 5,000 monthly listeners or 2,000 followers on Spotify.**
This must be up an up-to-date figure i.e. within the past 2 months.
- 5 You have had more content than 2,000 plays for on any ONE music video or piece of video content for your music on any ONE site/platform.**
Video streaming site examples include YouTube, Vimeo, Vevo, Facebook, Instagram, TikTok, etc.
- 6 You have more than 1,000 online followers on any ONE social media platform.**
Social media platform examples include Instagram, Facebook, TikTok, Twitter, etc.

B. Broadcast Track Record [5 criteria points]

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.**
This must be a song which has been in regular multi-play rotation on the station (e.g. A-rotate, 8-rotate, C-rotate etc.) - not one-off 'spot' plays. Can include NZ On Air-sponsored Music Features where your song was played on rotate multiple times in that feature.
- 2 You have had a song chart in one of the weekly Radioscope radio airplay charts.**
These charts include the Radioscope All Airplay Top 100, Pop Top 40, Rock Top 40, Alt Top 40, Urban Top 40, Dance Top 40, Adult Top 40, NZ Top 40, Te Reo Maori Top 20 or Most Added Top 40. You can search for this at <https://www.radioscope.co.nz/>
- 3 You have featured in the official nationwide SRN (Student Radio Network) Top 10 chart.**
You must have featured in the official nationwide SRN Top 10 or the Hit Picks which is published online weekly. <http://srn.nz/>
- 4 You have featured on a live-to-air performance on a New Zealand platform.**
This can include a live-to-air performance on a radio station or network like RNZ, a student radio station, or a live stream performance on a New Zealand-based platform. Please note this does not include your own livestream event via Facebook, Instagram etc.
- 5 You have been paid for use of one of your songs (eg. sync).**
This is where you have been paid for the use of your music in a movie, TV show, advertisement, video content, etc.

C. Other Media/Platform Editorial

[4 criteria points]

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 editorial playlist (e.g. curated by Spotify, Apple Music, etc).**
This must be official platform-curation (i.e. created and curated by Spotify, Apple Music or other platform editors). This does not include algorithmic playlists such as Release Radar, Discover Weekly, Daily Mix, Radio; or NZ On Air Music playlist; or user/personal playlists.
- 2 You have featured in a New Zealand-based music/entertainment publication (online or print).**
This can include feature article and/or music video feature. NZ music/entertainment publication (online or print) examples include NZ Musician, Undertheradar, TimeOut, 13th Floor, Sniffers, The Spinoff, Stuff, Coup de Main, muzic.net.nz, HITUPANGE, RNZ, etc.
- 3 You have featured in an overseas-based music/entertainment publication (online or print).**
This can include a feature article and/or music video feature. Overseas music/entertainment publication (online or print). Examples include: Pigeons and Planes, Happy Mag, Rolling Stone, Fader, NPR, Pitchfork, etc.
- 4 You have had a music video premiere on a significant New Zealand or international online music/entertainment platform/publication.**
This must be specific video premiere which was exclusive to that platform for initial release. NZ or overseas-based music/entertainment online publication examples include any of the examples in criteria #2 and #3 that are above.

D. Live Performance Track Record

[6 criteria points]

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.**
'Headlined' means that your act was the main performer at the event, not a support act.
- 2 Your live performance/show has been favourably reviewed in a significant online or print media publication.**
Online or print media publication examples could include those listed in criteria #C2 or #C3 in 'Other Media/Platform Editorial'.
- 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.**
'Significant' meaning an act that tours multiple overseas markets.
- 6 You have played a major festival.**
A minimum attendance should be at least 2,000 at any festival you reference in this question. Examples may include Rhythm & Vines, Laneway Festival, Homegrown, Splore, Bay Dreams, etc.

E. Business Time [5 criteria points]

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.**
A third-party record label is company with track record of releasing new music in New Zealand that is not owned or operated by the artist applicant.
- 2 You have a third-party publishing deal.**
A third-party publishing deal is an agreement with an organisation that has a track record of promoting compositions for commercial use e.g. film syncs and collecting licensing royalties on behalf of the composers. This could be part of a record label or an independent organisation but it cannot be owned or operated by the artist applicant. This does not include APRA AMCOS.
- 3 You have a third-party management deal.**
A third-party management deal is an agreement with a company or individual artist manager with a track record of overseeing the business activities of musicians, producers and songwriters. The manager cannot be the artist applicant.
- 4 You have a third-party live booking agent.**
A third-party booking agent is a company or individual with a track record of securing live performance bookings. The booking agent cannot be the artist applicant.
- 5 You have a distribution arrangement in place.**
A distributor is a company that is responsible for selling music online and in stores, and includes distributing songs to streaming platforms. This could be part of a record label or an independent organisation operating in New Zealand, or an online service.

F. Awards and Recognition [4 criteria points]

Answers in this Awards and 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.**
Major nationwide music award examples may include any category in the Aotearoa Music Awards, APRA Silver Scroll, Waiata Māori Music Awards, Pacific Music Awards, Taite Music Prize, etc.
- 2 You have been a national finalist in Smokefree RockQuest or Smokefree Tangata Beats.**
This must have been a national finalist, does not include regional finalists.
- 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. You will need to state the song, chart type and position and month and year.
<https://nztop40.co.nz/>
- 4 You have received a music grant/funding previously from another New Zealand public funding agency (e.g. Creative NZ, NZ Music Commission, Te Māngai Pāho)**
This does not include NZ On Air funding initiatives such as New Music Single, New Music Pasifika, New Music Kids, New Music Development, New Music Projects, Waiata Takitahi or NewTracks.