

# REQUIREMENTS FOR ACKNOWLEDGING NZ ON AIR FUNDING



## PURPOSE

It is important that New Zealanders know what their taxpayer dollars have funded – this helps reinforce the cultural value of this funding.

The following document sets out the criteria for acknowledging NZ On Air funding on or around funded content, wherever it appears.

These requirements form part of the contract for funding. They apply to all types of funded content. It is the responsibility of the producer to ensure correct accreditation across all types of funded content.

Should you have further queries relating to this guide or the NZ On Air brand, please contact:

[sophie@nzonair.govt.nz](mailto:sophie@nzonair.govt.nz)

Note: by “logo” we mean our full colour logo. The watermark may only be used with prior agreement (Music videos may use the watermark.) All NZ On Air logos, bugs, and end credit sequences [are available here](#).

### Television - linear

- On investments of more than \$2m, opening title sequence must include “*Made with the support of NZ On Air*” as part of title sequence in a form consistent with the titles. On content under \$2m this is not mandatory but appreciated.
- If there is no opening title sequence including the words “*Made with the support of NZ On Air*” the revolving bug must appear in the top left of screen within the first programme segment and after every commercial break. Where there is a title sequence the bug must appear after commercial breaks at least twice in a half hour programme and at least three times in a full hour programme.
- The animated closing credit must appear as part of end credits if there is no opening title credit. If there is an opening title credit the end credit is not mandatory but may be used. Voice-over may be supplied by producer.
- All media releases or publicity materials provided to media, advertisers and agencies about funded content must mention NZ On Air funding. These may also include the static NZ On Air logo.
- All promotional trailers for funded programmes must feature the NZ On Air static logo for at least 5 seconds. We prefer the logo to appear at the top left of the screen, however this can vary if needed.
- Paid advertising for funded content such as billboards, back of bus ads, print and online ads must include the NZ On Air logo. (Please discuss specific cases with us if there is difficulty due to crowding.)
- The words *Made with the support of NZ On Air* or the NZ On Air logo must be used on Facebook, Instagram and Twitter pages/profiles made for content (for example on the cover image) and posts about the funded content should tag our social media accounts. ([Facebook](#), [Instagram](#), [Twitter](#))
- Producers’ websites featuring funded content must also feature the words *Made with the support of NZ On Air* and/or the logo in relation to that content.

### Digital (includes On Demand sites)

- Must include the text “*Made with the support of NZ On Air*” as part of title sequence in a form consistent with the titles.
- Our logo must appear on the top left of the screen for at least 5 seconds at the start of online video content if there are no opening credits or titles.
- The words *Made with the support of NZ On Air* must appear at the end of any preview/introductory text for website supporting material or written content. (As an alternative, if this is not technically possible the logo should be used either on the page or on the hero image.)

- All media releases or publicity materials provided to media, advertisers and agencies about funded content must mention NZ On Air funding. These may also include the static NZ On Air logo.
- All promotional trailers for funded programmes must feature the NZ On Air static logo for at least 5 seconds. We prefer the logo to appear at the top left of the screen, however this can vary if needed.
- Paid advertising for funded content such as billboards, back of bus ads, print and online ads must include the NZ On Air logo. (Please discuss specific cases with us if there is difficulty due to crowding.)
- The words *Made with the support of NZ On Air* or the NZ On Air logo must be used on Facebook, Instagram and Twitter pages/profiles made for content (for example on the cover image) and posts about the funded content should tag our social media accounts. ([Facebook](#), [Instagram](#), [Twitter](#))
- Written material made with NZ On Air funding (both online and in print) should include the NZ On Air logo where possible. If there is a lack a space, the logo may be replaced with the words *Made with the support of NZ On Air*.

## Music

- The NZ On Air logo bug should appear once in the clip. The logo bug should appear with approximately 8 seconds remaining until the end of the clip. It must be sited in the top left corner of the screen and must be on screen for 4 seconds.
- On YouTube and Vimeo channels the artist should identify in the text that the song is NZ On Air funded. *Made with the support of NZ On Air*.
- All media releases or publicity materials provided to media, advertisers and agencies about funded content must mention NZ On Air funding. These may also include the static NZ On Air logo.
- Posts about the funded content should tag our NZ On Air Music [Facebook](#), [Twitter](#), and [Instagram](#) pages.

## Radio (excl RNZ which has a separate agreement)

- Funded programmes must use a credit tagline provided for this purpose appropriate to the content.
- The relevant radio station webpage (where there is one) must feature the words *Made with the support of NZ On Air* or the NZ On Air logo in relation to any funded programme.
- All on air trailers for the programme must mention it is funded by NZ On Air.
- Podcasts of funded content should also identify it is funded by NZ On Air.
- All media releases or publicity materials provided to media, advertisers and agencies about funded content must mention NZ On Air funding. These may also include the static NZ On Air logo.
- Paid advertising for funded content such as billboards, back of bus ads, print and online ads must include the NZ On Air logo.
- The words *Made with the support of NZ On Air* or the NZ On Air logo must be used on Facebook, Instagram and Twitter pages/profiles made for content (for example on the cover image) and posts about the funded content should tag our social media accounts. ([Facebook](#), [Instagram](#), [Twitter](#))

## Podcasts

- The podcast webpage (where there is one) must feature the words *Made with the support of NZ On Air* or the NZ On Air logo in relation to the funded programme.
- All on air trailers for the programme must mention it is funded by NZ On Air.
- Podcasts of funded content should also verbally identify it is funded by NZ On Air within the podcast.
- All media releases or publicity materials provided to media, advertisers and agencies about funded content must mention NZ On Air funding. These may also include the static NZ On Air logo.
- The words *Made with the support of NZ On Air* or the NZ On Air logo must be used on Facebook, Instagram and Twitter pages/profiles made for content (for example on the cover image) and posts about the funded content should tag our social media accounts. ([Facebook](#), [Instagram](#), [Twitter](#))