

# Tamariki Aggregate YouTube Channels

## Request For Proposals (RFP) For YouTube Channel Management

July 2024



### A. Purpose

We are looking for an experienced industry partner to establish and run two aggregate YouTube channels (pre-school and primary-aged) for NZ On Air funded tamariki content.

We are seeking Expression of Interest (EOI) proposals of no more than two pages from organisations with an understanding of the local tamariki screen content sector.

Applicants shortlisted through this two-page proposal process will be invited to submit full, detailed proposals explaining how they would establish and run the channels.

### B. Background

#### The challenge

We want to better connect parents/caregivers and children with NZ On Air-funded tamariki screen content made specifically for them.

The local media landscape continues to evolve, with local platforms and broadcasters commissioning less children's content and reducing the marketing support for the content that is commissioned – which could potentially reduce viewership.

Audiences of all ages continue their migration from television to digital platforms. Our research shows that our tamariki audiences are more likely to watch overseas-based services, particularly YouTube, than local channels and streamers. Parents and caregivers of younger children favour YouTube Kids, because they tell us it gives them confidence that their children will find age-appropriate content that will be suitable for them. There is an opportunity to create a hub on YouTube Kids to make it easier for whānau to find and enjoy local tamariki content on the platform they already use.

Since we published our most recent [NZ On Air Children's Strategy](#) in 2022, producers have been encouraged to include digital platforms such as YouTube as content distribution channels, alongside a local platform. Content creators are often challenged by YouTube's algorithm, however, which can make it difficult to connect audiences with local content. Most affected are producers of short-run series that only have a limited amount of content to post.

#### The vision

We would like to create aggregate YouTube Kids channels that harness a larger catalogue and showcase our funded local tamariki content. We envisage two channels; one for pre-school viewers (under 5 years old) and the other for 6-10-year-olds. The channels will be aimed at children and their whānau; we are seeking to maximise co-viewing opportunities.

NZ On Air will create the brand identity and associated assets, which will also be used in the channels' marketing activity. The channels will be branded and marketed as trusted and safe destinations for parents and children to go to for quality, local children's content. The goal is to bring a sizeable quantity of local content together, giving it more opportunity to be discovered by and connect with local audiences.

Producers of content that sits on the YouTube Kids channels and the YouTube General version of the channels will have the ability to opt in to carry advertising, with revenue paid to the Producer. All content will be uploaded as 'Made for Kids', and advertising restrictions will be applied to ensure suitable advertising is linked to the content.

The channels will form one part of a greater ecosystem that includes linear television, and local on demand platforms. NZ On Air continues to encourage content to be accessible wherever children are viewing and we acknowledge that the proposed YouTube channels will not be suitable for all tamariki content. Producers will have the opportunity to opt in to the channels; distributing all NZ On Air-funded tamariki programmes on the channels will not be mandatory.

We will support the channels and their social media pages with a multi-media advertising campaign. This will start with a launch campaign followed by on-going targeted advertising to continue to raise awareness and drive views.

### **C. Scope of Work and Deliverables**

1: Primary Deliverable – Establish and manage two YouTube channels for NZ On Air-funded children's content in accordance with NZ On Air's brand identity and funding decisions:

- Targeted to children aged:
  - a. 0-5 years
  - b. 6 -10 years
- Channels to sit on YouTube Kids and YouTube General (ability to opt-in for advertising)
- Each NZ On Air-funded children's show will be able to opt in to having a playlist on the channel
- Funded children's shows that have their own established channels should be able to opt in to:
  - a. Feed a playlist from their show's channel to run on the aggregate channel
  - b. Become affiliates/friends of the channel with their link button at the bottom of the page
- Anticipated volume of content to be uploaded and managed (estimate only):
  - a. Trailers and promotional videos (two per week) - supplied by producers
  - b. A minimum of eight new shows added to each channel each year (typically 6-10 episodes each)
  - c. Content from an archive of 24 shows
  - d. 14 affiliate channels
- Content must be able to be geo-fenced to Aotearoa New Zealand and/or selected territories specified by the producer
- Provide weekly reporting to NZ On Air that will ideally be automated to feed directly via API into NZ On Air's proprietary audience measurement system, VIEW.
  - a. Reporting by channel, playlist, episode and bonus content to include at a minimum:

- Subscribers
  - Total Views
  - Unique Viewers
  - View-through milestones
- b. Additional reporting will be required quarterly demonstrating channel growth, visitor demographics, summary of content uploaded during the quarter and other highlights/insights.
- Monthly reporting to each producer
  - Monthly Work In Progress meeting with NZ On Air Audience and Media Strategist
  - It is our expectation that an established Multi-Channel Network (MCN) is best suited to build the new channels and provide the necessary Content Management System (CMS) tools to make them a success. However, we are open to alternative propositions. Please contact Sarah Donaldson, Audience and Media Strategist at NZ On Air if you require a list of potential partners – [sarahd@nzonair.govt.nz](mailto:sarahd@nzonair.govt.nz)

2: Optional deliverables – you may wish to consider the inclusion of the following or any other initiatives in your proposal. Please note that these may not fit into the 2024-2025 annual budget:

- A supporting website with a video player (ideally YouTube). This would meet the needs of those parents and caregivers who do not want their children to watch YouTube.
- A website to host downloadable resources for teachers and whānau.
- Training workshops on how to best create content for YouTube.

### 3: Management Process

We see this initiative being serviced by two roles:

- Digital Partnership Manager, whose main focus is to manage the relationships with content creators.
- Aggregate YouTube Channel/MCN Manager, who is appointed by and is responsible to the Digital Partnership Manager, and manages the YouTube channels.

It is expected the Digital Partnership Manager will:

- Maintain relationships with the producers of NZ On Air-funded tamariki content.
- Maintain relationships with NZ On Air’s Audience and Media Strategist and Communications team.
- Appoint, and manage the relationship with, their preferred Aggregate YouTube Channel Manager/MCN on behalf of NZ On Air, ensuring this Manager has the requisite skills and tools to deliver the services required.
- Be the interface between the Aggregate YouTube Channel Manager/MCN and producers.
- Manage contracts, rights and licensing in relation to the YouTube channels.
- In conjunction with NZ On Air, define an advertising policy that is suitable for the channels.

- Manage and distribute any channel royalties to producers.
- Create and manage a consistent look and feel for graphic design, creating tiles, banners and other assets that follow the channel’s established brand guidelines.
- Work with producers to ensure content supplied meets the technical specifications for the channel.
- Manage a calendar to ensure that content is released consistently, including current and back catalogue shows, bonus content and trailers for playlisted content as well as for affiliate channels, music, and games.
- Manage social media for the channel with a calendar of regular posts promoting the content, including boosted posts.

It is expected the Aggregate YouTube Channel/MCN Manager will:

- Have experience establishing and growing a YouTube channel, ideally in the children’s category.
- The ability to provide channels that sit on YouTube and YouTube Kids.
- Have a relationship with key YouTube staff to maximise curation opportunities and to collaborate on editorial themes.
- Have and maintain a CMS that is suitable for the YouTube channels’ requirements.
- Have a process to manage and distribute the monies earned to producers.

## 5. Data Security and Sovereignty

Data security and sovereignty are essential to the success of this initiative. It is expected that all data will be confidential to the Aggregate Channel Manager/MCN, the Partnership Manager, and NZ On Air, with producers receiving reporting that is specific to their own content.

## D. NZ On Air Investment

The projected investment by NZ On Air for this initiative is \$100,000-150,000 per annum.

## E. Timeline

26 July 2024	Applications open, two-page EOIs. All applications must be submitted through our <a href="#">online portal</a> .
16 August 2024	Deadline, two-page EOI applications.
30 August 2024	Shortlisted applicants notified. This date may be extended at NZ On Air’s sole discretion.
13 September 2024	Deadline, full proposal applications.
4 October 2024	Applicants informed of final outcome.

## F. Response Guidelines

Applicants should provide the following information in their EOIs of no more than two pages. This information will be used to evaluate responses.

- A brief summary of your vision for the YouTube channels and how you would bring this kaupapa to life.
- Detail your knowledge and experience of digital screen rights and licensing.
- CVs for the people you intend to work with on this initiative.
- Company information including:
  - Company Name
  - Company Status, including details of New Zealand company registration
  - Incorporation date
  - Number of permanent staff employed.

If you are shortlisted and asked to submit a full proposal:

- Explain how the channels will be created and managed, with consideration given to swift audience growth.
- Clearly address all required scope and process requirements.
- Credentials for your organisation and for the people and other organisations you intend to work with on this initiative.
- Declare any conflicts of interest and how you would manage these if you were selected for this initiative.

### Principal point of contact

Sarah Donaldson – Audience and Media Strategist, NZ On Air

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Read more about us at [www.nzonair.govt.nz](http://www.nzonair.govt.nz)

### Reserved Rights and Terms and Conditions

The following government standard terms and conditions apply to the RFP and the RFP process:

- a. you must bear all of your own costs in preparing and submitting your proposal

- b. you represent and warrant that all information provided to us is complete and accurate
- c. we may rely upon all statements made in your proposal
- d. we may amend, suspend, cancel and/or re-issue the RFP at any time
- e. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- f. we may accept late proposals and waive any irregularities or informalities in the RFP process
- g. we may seek clarification of any proposal and meet with any submitter(s)
- h. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
- i. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).
- j. we both agree to take reasonable steps to protect the other's confidential information
- k. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- l. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a service agreement
- m. our RFP comprises this document, and any subsequent information we provide to suppliers
- n. the laws of New Zealand shall govern the RFP process
- o. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions.