



We are guided by nine investment principles:

1. **Cultural value:** We prioritise content that tells engaging New Zealand social, cultural, political or historical stories; takes an innovative approach; is particularly appealing to a specific audience that is less well served with local content; and/or contributes to the Rautaki Māori.
2. **Balance:** We balance mainstream content and special interest content for audiences cited in the Broadcasting Act.
3. **Risk:** We are generous with creative risk in funded content; conservative with business risk.
4. **Competition:** We support a range of content and entities, both to encourage multiple views and voices, and to encourage competition for the best ideas. We expect commissioning platforms to show a sustained commitment to New Zealand identity and culture.
5. **Value for money:** We use efficient processes and focus on cost-effective content with a reasonable shelf-life that attracts audiences of an appropriate size.
6. **No duplication:** We invest in content and entities that add diversity to content already available and which the market alone cannot support.
7. **Leverage:** We prioritise content and entities that attract other investment (for market validation and to help offset the cost to the taxpayer), and which can leverage others aspects of our work (e.g. which intend to commission or license NZ music.)
8. **Capability:** We prefer content and entities run or supported by capable partners. This means we can monitor efficiently, balancing robust accountability for public funds with a minimum of red tape. Investment support for unsupported start-ups will be unlikely.
9. **Fairness:** We require accurate, reliable information from applicants to ensure good decision-making in a contestable environment.