



## **TELEVISION NEW ZEALAND - COMMISSIONING REQUEST FOR PROPOSALS- 25 FEBRUARY 2011**

### **NZ ON AIR DIGITAL CONTENT PARTNERSHIP FUND 2011**

TVNZ seek proposals for the NZ On Air Digital Content Partnership 2011. Our focus is on new forms of broad appeal scripted and unscripted comedy, with a preference given to short-form programming (8 -10 eps of 10 mins each).

These programmes must be distinctive, original, innovative with broad appeal and able to be transmitted on multiple platforms including the internet and mobile. TVNZ.co.nz will act as the primary platform.

Scripted stories must have strong characters, a rich dramatic narrative and be funny so as to capture and hold the viewers attention.

Well developed comedic storytelling skill is a must and previous experience should be detailed in the proposal. You will need to articulate how the story will be treated to maximise the story's potential. When submitting ideas give a thought to the x-factor that will make for exceptional programming. Completely new and original ideas will have preference.

The programme requires some interactive elements and you need to demonstrate the potential of the show to migrate to other TVNZ channels and platforms.

The target demographic is all people under 30.

TVNZ.co.nz will act as the platform provider and our contribution to the chosen projects will cover the technical requirements involved with broadcasting online. Details will be discussed with producers once projects have been chosen.

TVNZ will provide marketing and publicity assistance for the chosen projects.

Proposals should be prepared in line with NZ On Air requirements as set out in their RFP dated December 2010.

[http://www.nzonair.govt.nz/news/newspresreleases/pressrelease\\_2010\\_12\\_22.aspx](http://www.nzonair.govt.nz/news/newspresreleases/pressrelease_2010_12_22.aspx)

The budget range can be up to approximately \$500,000.00 per project depending on subject and treatment.

It is expected the programme will be delivered on or before October 2011.

The deadline for proposals is 5pm Friday March 11<sup>th</sup> 2011. The projects will be assessed by a working group comprising of staff members from both Digital Media and TVNZ Commissioning.

Ideally producers will be advised within two weeks of the above deadline regarding the outcome. If accepted, TVNZ will work in conjunction with producers to meet the NZ On Air deadline - 5pm Friday 8<sup>th</sup> of April 2011.



Please send 6 hard copies of your proposal clearly marked **Digital Content Partnership** to:

**Katy Taylor**  
**Commissioning Assistant**  
**Commissioned Programmes**  
**TVNZ**  
**PO Box 3819**  
**AUCKLAND 1140**

And if possible please email a PDF version (in addition to the hard copies) to [katy.taylor@tvnz.co.nz](mailto:katy.taylor@tvnz.co.nz)

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