



PRESENTATION TO THE IWI LEADERS HUI

23rd April 2008

mā rātou mā mātou mā koutou mā tātou

PRESENTATION OVERVIEW

- ❑ Structure of Maori Television.
- ❑ Strategic Direction.
- ❑ Two channel strategy.
- ❑ Iwi Access.

mā rātou mā mātou mā koutou mā tātou

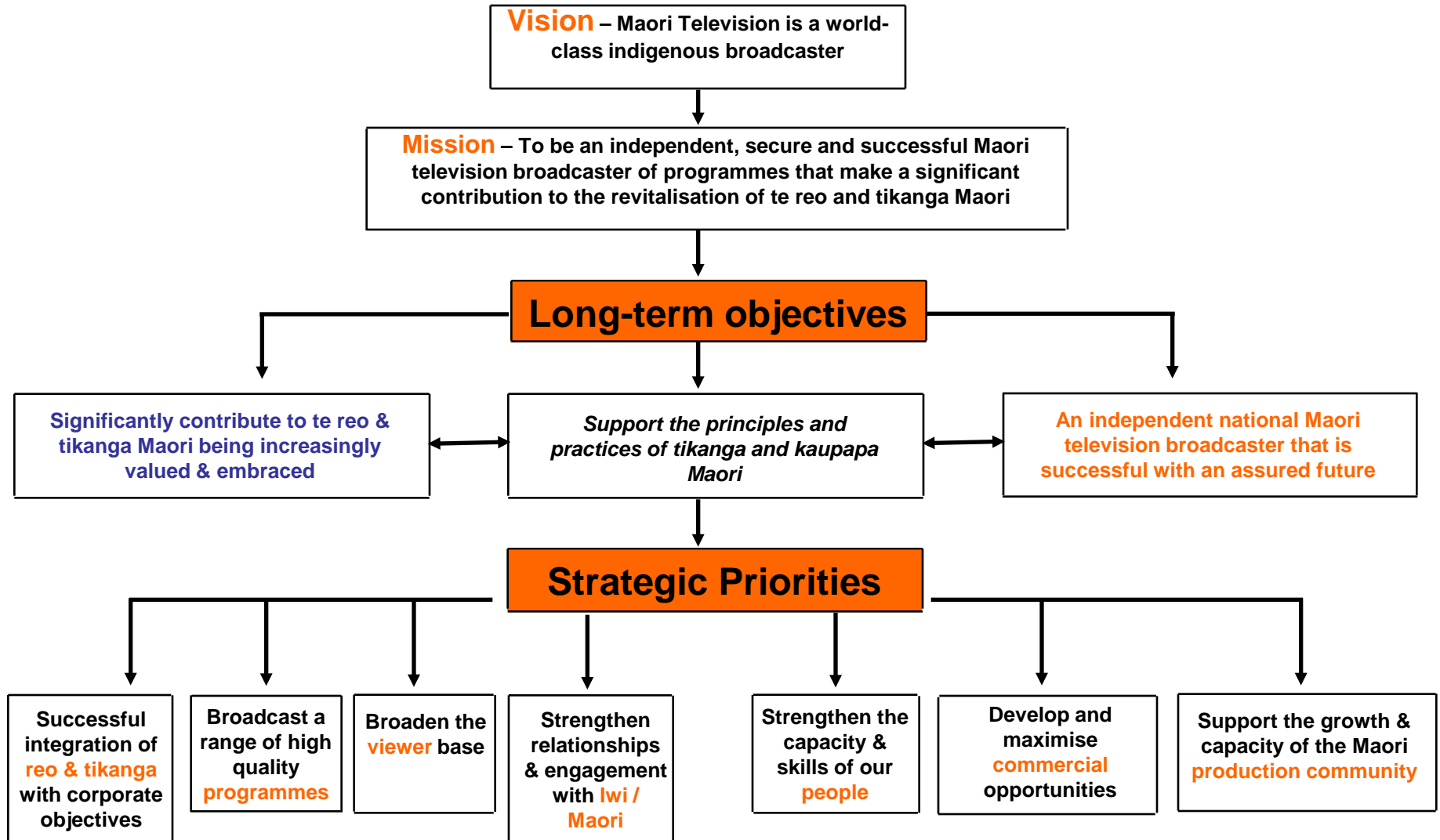
STRUCTURE OF MAORI TELEVISION

- ❑ A Board of 7 directors, 162 permanent staff and approximately 50 contractors.
- ❑ An council of 9 elders (Kaunihera Kaumatua) who provide cultural advice and support.
- ❑ News & Current Affairs department of 32 staff.
- ❑ We are a **producer / broadcaster** (in-house production & operations departments totalling 78 staff).

STRUCTURE OF MAORI TELEVISION

- ❑ Remainder of staff work in key support areas such as sales, marketing, communications, finance, reo and people development.
- ❑ Programmes are also commissioned with independent producers and acquired (funded by Te Mangai Paho).
- ❑ Apolitical organisation with complete editorial independence (protected by legislation).
- ❑ Maori Television is on the UHF terrestrial (aerial), Sky TV, and Freeview satellite platforms.

STRATEGIC DIRECTION





STRATEGIC DIRECTION

- ❑ 3 Stage strategy – enhance, expand and internationalise.
- ❑ **Enhance** – strengthen Maori language programming.
- ❑ **Expand** – increase accessibility to Maori programming via a multi-channel digital strategy.
- ❑ **Internationalise** – via the Internet and the World Indigenous Television Broadcasting Network.

TWO CHANNEL STRATEGY

- 100% Maori language.
- No commercials.
- No sub-titles.
- Provide iwi access to allow for broadcast of various dialects.
- Will broadcast in primetime from 8pm to 11pm, 7 days per week.
- Existing channel will broadcast in 100% Maori from 4pm to 8pm to create a link with the second channel.
- 100% Maori language from 4pm to 11pm week days.
- Better meeting the needs of our core fluent audience, those who want full Maori language households and committed second language learners.

IWI ACCESS OPPORTUNITY

- Direct engagement with Iwi members.
- Promote various Iwi dialects.
- 100% te reo Māori.
- 30 minute slot (Monday to Friday at 9.30 pm).
- Allocation can be increased subject to supply of iwi programming content.
- No cost for air-time and transmission of programmes.
- Iwi organisations to meet programme production and delivery costs.
- Te Reo can be accessed on Freeview channel 24 and Sky channel 59.

