



23 June 2023



Tēnā koe

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 6 June 2023.

You have requested:

The following information regarding "Sticky TV 2017":

- *The production funding application for the programme*
- *The production funding agreement for the programme*
- *The broadcaster commitment form for the programme*
- *The contract initiation form for the programme*
- *The funding recommendation paper submitted to the NZ On Air Board in September 2016 in respect of the programme*
- *Ratings data and programme performance reviews for either individual episodes or full weeks of the show from 30 January 2017 to 25 December 2017*
- *Confirmation from the NZ On Air Board meeting in September 2017 that confirmed the withdrawal of Sticky TV funding for 2018*
- *The producer and cost report submitted in respect of the programme*
- *Funding compliance audit documentation in respect of the programme.*

I have attached the requested information that we are able to release:

1. A copy of the Broadcaster Commitment Form submitted in respect of the programme
2. A copy of the application form for the programme
3. A copy of the proposal for the programme
4. A copy of the budget for the programme
5. A copy of the funding agreement in respect of the programme
6. A copy of the broadcaster covenant signed by the broadcaster of the programme
7. The application form proposal and budget submitted as part of the application for the programme
8. The funding paper submitted to the NZ On Air Board in September 2016, as it relates to *Sticky TV 2017*
9. The producer and cost reports submitted by the producer in respect if the programme

Additionally, concerning the NZ On Air Board meeting in September 2017, the funding recommendation paper submitted to the NZ On Air Board in respect of Children's content made one reference to *Sticky TV*.

That reference was the following:

Mediaworks is no longer supporting local children's content, which means Sticky TV will not be returning to Three in 2018.

We decline/are unable to release the following information:

- In respect of ratings data for the programme, this data is held by Nielsen and potentially the broadcaster of the programme. We recommend contacting Nielsen, the producer of the programme or the broadcaster of the programme to request this data.
- No funding compliance audit was undertaken in respect of the programme. Considering this, we decline this part of your request under section 18(e) of the OIA.

For your information, funding provided by NZ On Air for all successful projects is [searchable](#) on our website. You can also [sign up](#) to receive our regular industry newsletter via our website.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely



Sharon Kerry
HEAD OF CORPORATE SERVICES