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14 February 2025

By email: [REDACTED]

Tēnā koe [REDACTED]

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 16 January 2025.

You have requested:

- 1. How much screen funding in 24/25 (yr to date), 23/24, 22/23, 21/22 and 20/21 respectively has NZ on Air awarded to make content disseminated through YouTube and or Tiktok and or Instagram? Please provide the data as a single total for each year. Please do not include funding for projects that also include dissemination by conventional screen platforms, for example: Whakaata Māori, TVNZ, Sky.*
- 2. Please list the NZ on Air funded projects that have received funding from TikTok Australia. Please include the name of the project, the fiscal year of the funding decision, the total NZ on Air funding, and the total TikTok Australia funding (for this portion of the request, pls cover the period Jan 1 2021 to the present). To be clear, I am referring to development and production funding or similar and not to any revenue generated from the finished product.*
- 3. Over the same period, please list all NZ on Air funded projects which used the platform TikTok and or Tiktok Australia for dissemination (either exclusively or in addition to the use of the platforms YouTube and or Instagram) and which received no funding from TikTok/TikTok Australia. Please include the name of each project, the fiscal year of the funding decision, and the total NZ on Air funding.*
- 4. For each of the following projects please provide me with all board papers and staff investment committee papers relevant to the funding decision:*
 - a. Literally Dead, 8 x 8 mins for Lusty Films on YT, \$526,000*
 - b. Bloke of the Apocalypse (Charlie Faulks), \$472,000*
 - c. Beyond the Beat, Chillbox Creative, 56 x 1.4mins, \$500,000*
 - d. Noob, Lusty Ace Films, 12 x 1 min comedy, \$549,984*
 - e. Big Little Blue, \$810,000, downlowconcept*
 - f. Be with ZeZe, \$2.5m, August First, 52x5 mins*
 - g. My Favourite Dead Person, \$577,853, downlowconcept, 64 mins content*
 - h. Extreme Cake Sports 2, \$398,000, Good Times Company*

Please see our response below:

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- Here are the funding amounts, broken down by financial year, approved for projects disseminated through YouTube, TikTok and/or Instagram excluding projects that also have TVNZ, Sky, Whakaata Māori and Three attached as platforms:

Financial Year	NZ On Air Funding
2024/25	\$Nil (to date)
2023/24	\$2,800,537
2022/23	\$889,277.26
2021/22	\$199,975
2020/21	\$576,536

- TikTok Australia co-funded projects with NZ On Air as part of [Every Voice](#), a joint initiative between NZ On Air, Screen Australia and TikTok aimed to support diverse and distinct creators to make content exclusively for TikTok. We ran this initiative in FY2021/22 where TikTok provided \$50,000AUD towards the production funding pot along with NZ On Air's funding, which was allocated across the selected projects. We ran Every Voice again in FY2022/23 where TikTok provided \$83,500AUD for the same purpose.

- 2021/22 – please see a list of funded Every Voice projects for this financial year on our website [here](#). The funding amounts are as follows:

Project Name	NZ On Air Funding
<i>Long x Xia</i>	\$50,000
<i>n00b</i>	\$49,984
<i>Te Pae Tata</i>	\$49,990
<i>Tongan Rogue General & 13 Chambers of South Auckland</i>	\$50,001
Total	\$199,975

- 2022/23 – please see the funded Every Voice projects for this financial year on our website [here](#). The funding amounts are as follows:

Project Name	NZ On Air Funding
<i>On The Radar*</i>	\$72,877.60
<i>Ships In The Night*</i>	\$83,479.66
<i>The 9-5ers</i>	\$81,920
<i>Build Your Own Universe</i>	\$83,180
Total	\$321,457.26

*Please note we have funded *On the Radar* and *Ships in the Night* less than the initial approved amounts listed on our website [here](#) as these projects had an underspend on completion.

- TikTok has not contributed production funding to any NZ On Air funded projects outside of the Every Voice initiative. Please see below a list of NZ On Air funded projects which use TikTok for dissemination either exclusively or in addition to the use of YouTube and Instagram, and were not funded as part of Every Voice:

Project Name	Financial Year	NZ On Air Funding
<i>Beyond the Beat</i>	2023/24	\$500,000
<i>d8talk</i>	2023/24	\$149,986
<i>Sight Unseen</i>	2023/24	\$186,767
<i>The Sender</i>	2023/24	\$375,000
<i>Bloke of the Apocalypse</i>	2023/24	\$472,368

<i>The Gender Agenda</i>	2023/24	\$395,115
<i>Kaputi with the Cousins</i>	2023/24	\$194,311
<i>Literally Dead</i>	2023/24	\$526,990
Total		\$2,800,537

4. Please see attached the Staff Investment Committee and Board papers for the requested projects.
- a. ***Literally Dead*** – to clarify, this funding was contracted with Lusty Productions.
 - b. ***Blake of the Apocalypse*** – to clarify, this project was funded for \$472,368 and funding was contracted with Good On Ya Mate Productions, a new company jointly created by the core creative team.
 - c. ***Beyond the Beat***
 - d. ***n00b*** – to clarify this project was funded for \$49,884 and not \$549,984. Lusty Ace Films is now known as Lusty Productions.
 - e. ***Big Little Blue*** – to clarify this project was funded for \$810,030.
 - f. ***Be with ZeZe*** – please note this funding has been written back as the production was unable to raise its full production budget within the required contracting deadline. Be With ZeZe is a project intending to utilise the New Zealand Screen Production Rebate, which requires attachment of non-New Zealand government funding.
 - g. ***My Favourite Dead Person 2***
 - h. ***Extreme Cake Sports 2***

The following redactions in these documents have been made:

- Editorial details for unreleased projects under section 9(2)(b)(ii) of the OIA on grounds that disclosure would likely unreasonably prejudice the commercial position of the person who supplied the information.
- Financing, budget and marketing strategy details under section 9(2)(b)(ii) on grounds that disclosure would likely unreasonably prejudice the commercial position of the person who supplied the information.
- Names of external assessors and non-Above the Line personnel under section 9(2)(a) to protect the privacy of natural persons.

Funding for content that appears on platforms such as TikTok, Instagram and YouTube is based on research showing these platforms are where young New Zealanders are consuming content. Please see our [Youth Strategy](#) and our [Youth Research](#) on our website. We are tracking the performance of these projects to learn more about this hard-to-reach audience.

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.

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Ngā manaakitanga,

A handwritten signature in black ink, appearing to read 'R Rasch', with a stylized, cursive script.

Raewyn Rasch

HEAD OF OPERATIONS, PARTNERSHIPS AND CULTURE

KAIHAUTŪ NGĀ WHAKAHAERE, NGĀ RANGIPŪ MAHITAHĪ ME TE AHUREA