

Broadcasting (New Zealand on Air and Te Māngai Pāho Reporting Requirements) Amendment Bill

Member's Bill

Explanatory note

General policy statement

The purpose of this Bill is to require New Zealand on Air (the Broadcasting Commission) and Te Māngai Pāho (Te Reo Whakapuaki Irirangi) to publish quarterly reports that show the viewership figures of every project they fund. This would involve the publication, where relevant, of television ratings, radio ratings, online views, and any other viewership reporting tools, along with the breakdown of costs associated with the funding. This Bill would ensure that television shows, visual online media, and non-music-based radio programming would be reported on and tracked, in order to safeguard public funds for appropriate content that New Zealanders care about while also encouraging better funding analysis by the agencies before projects are confirmed or renewed.

Clause by clause analysis

Clause 1 is the Title clause.

Clause 2 is the commencement clause. It provides for the Bill to come into force 3 months following the date on which it receives the Royal assent.

Clause 3 provides that this Bill amends the Broadcasting Act 1989 (the **principal Act**).

Clause 4 inserts a new definition in section 2(1) relating to the definition of quarterly reporting.

Clause 5 inserts *new section 41A* relating to reporting requirements of the Broadcasting Commission.

Clause 6 inserts *new section 53GA* relating to reporting requirements of Te Reo Whakapuaki Irirangi.

Clause 7 inserts *new Schedule 1A*, which lists types of content funded that are subject to or exempt from reporting requirements.

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The Parliament of New Zealand enacts as follows:

1 Title

This Act is the Broadcasting (New Zealand on Air and Te Māngai Pāho Reporting Requirements) Amendment Act **2018**.

2 Commencement

This Act comes into force 3 months following the date on which it receives the Royal assent.

3 Principal Act

This Act amends the Broadcasting Act 1989 (the **principal Act**). 5

4 Section 2 amended (Interpretation)

In section 2(1), insert in its appropriate alphabetical order:

quarterly reporting means reporting, to be undertaken every 3 months by the Broadcasting Commission and Te Reo Whakapuaki Iirangi, on viewership numbers and costs relating to any funded content of the types listed in **Part 1 of Schedule 1A** 10

5 New section 41A inserted (Requirements in relation to reporting: Broadcasting Commission)

After section 41, insert:

41A Requirements in relation to reporting: Broadcasting Commission 15

- (1) The Commission must undertake quarterly reporting relating to any funded content of the types listed in **Part 1 of Schedule 1A**.
- (2) The quarterly reporting required in **subsection (1)** must include data on—
 - (a) any television ratings:
 - (b) any online view counts or clicks: 20
 - (c) any radio ratings:
 - (d) any other viewership tracking data:
 - (e) the breakdown of associated costs for the programming funded.
- (3) Any content subject to joint or partial funding between the Commission and Te Reo Whakapuaki Iirangi must be reported by each agency and noted as such. 25
- (4) All reporting under **subsection (1)** must be released publicly.

6 New section 53GA inserted (Requirements in relation to reporting: Te Reo Whakapuaki Iirangi)

After section 41, insert:

53GA Requirements in relation to reporting: Te Reo Whakapuaki Iirangi 30

- (1) Te Reo Whakapuaki Iirangi must undertake quarterly reporting relating to any funded content of the types listed in **Part 1 of Schedule 1A**.
- (2) The quarterly reporting required in **subsection (1)** must include data on—
 - (a) any television ratings:
 - (b) any online view counts or clicks: 35

- (c) any radio ratings:
 - (d) any other viewership tracking data:
 - (e) the breakdown of associated costs for the programming funded.
- (3) Any content subject to joint or partial funding between Te Reo Whakapuaki Iirangi and the Commission must be reported by each agency and noted as such. 5
- (4) All reporting under **subsection (1)** must be released publicly.

7 New Schedule 1A inserted

After Schedule 1, insert the **Schedule 1A** set out in the **Schedule** of this Act.

**Schedule
New Schedule 1A inserted**

s 7

**Schedule 1A
Reporting Requirements and Exemptions**

5

ss 41A, 53GA

**Part 1
Content subject to quarterly reporting**

Television programmes

Online visual and audio content

Radio programmes not of a musical nature

Marketing or advertising programmes

New visual and audio media content not covered by the above

10

**Part 2
Content exempted from quarterly reporting**

15

Music based projects

Content produced by Public Agencies for awareness campaigns