Kia ora Martin

Thank you for your time today.

As promised, here are some confidential notes that I am providing on the basis that they will help you brief Ministers.

Alan will forward you a strategy document as further background.

Please call if you have questions.

Paul

CONFIDENTIAL

• Over the past twelve months RNZ has carried out a full review of its music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ’s Charter obligations.

• Arising from this review, from early February RNZ will begin implementing a new music strategy that will expand our range of services to New Zealanders by more efficiently and effectively deploying current resources.

• The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new brand will showcase New Zealand artists and their music.

• The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

• As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7 and will continue to broadcast live and delayed performances of New Zealand orchestras. RNZ will continue recording live performances alongside other established music industry partners.

• From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

• RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, Rova, and Spotify, and through any other internet connected device.

• RNZ Concert will also be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.
Next week RNZ will begin consulting with affected staff. We also have a comprehensive communication and stakeholder engagement plan in place for this project, ensuring the media industry, officials, audiences and orchestras etc are kept informed.