

Digital Media Trust

Annual Report

2015

AUDIO CULTURE

The noisy library of New Zealand music

Murray Grindlay:
Bluesman, musician, producer,
songwriter, adman, legend

[View Profile](#)

NZONSCREEN

New Zealand's screen culture showcase

Explore Collections People Search

Goodnight Kiwi

Television (Full Length) - 1981 - 1994

Animation, Children

[Add to Watch list](#) [Share](#)

AUDIO CULTURE

More

If you've had a night out in Wellington at any time over the course of the past two decades, chances are you've spent a few hours taking in the sights and sounds of Courtenay Place. It's essentially a quarter mile strip of bars and clubs of just about every conceivable description - a veritable playground of dancing, drunkenness, and



A close-up, monochromatic blue photograph of a man with a mustache singing passionately into a microphone. His eyes are closed, and his mouth is open in a wide smile. The microphone is held close to his mouth. The background is dark and out of focus.

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Message from the chair

The Digital Media Trust is a small, lively, forward-thinking operation that daily oversees miracles. We are extraordinarily proud of the NZ On Screen and AudioCulture websites, and the wonderful success stories that they are.

NZ On Screen is the online showcase of New Zealand television, film and music video.

AudioCulture is Aotearoa's "Noisy Library" featuring everything you need to know about our musical history.

The websites are giving New Zealand screen and music culture a much longer life. NZ On Screen makes screen works easily accessible way beyond their original broadcast or distribution date. And AudioCulture ensures this country's rich musical past will never be forgotten.

This past year, overseas commercial content providers have vied hard for a greater share of New Zealanders' online viewing time. This makes me doubly proud to see visitor numbers to the NZ On Screen and AudioCulture websites growing steadily year-on-year. Our site visitors' affection for their screen and music heritage is truly heartening. NZ On Screen and AudioCulture have made themselves a part of the fabric of New Zealand cultural life.

NZ On Screen is an incredible resource, forged out of eight years of determination and patience to create a showcase befitting New Zealand's unique screen industry. It's not been easy; rights clearance can be a lengthy and complicated business. I have seen greatly valued relationships with key partners being developed over the years.

The support of the screen industry has been phenomenal, and we are so grateful to the content makers and performers who graciously allow us to host their extraordinary work.

NZ On Screen's sister site, AudioCulture, is fast becoming the website of choice for people wanting to know more about New Zealand's music scene. In two short years it has achieved a loyal following and become an authoritative voice in the music sector.

"Our site visitors' affection for their screen and music heritage is truly heartening. NZ On Screen and AudioCulture have made themselves a part of the fabric of New Zealand cultural life."

Both websites have public profiles far bigger than what you would expect for projects of their type – a testament to the passion of the people working on them and their efforts to share the content on the sites through social and mainstream media. Support from the New Zealand media has been strong and very much appreciated.

The Trust intends to carry this success through into the next strategic phase as we look to further grow audiences, strengthen industry partnerships, and consolidate our work showcasing the screen and music industries.

The Trust acknowledges, with gratitude, the support of its primary funder NZ On Air, and the small, talented and dedicated content teams led by Irene Gardiner and Simon Grigg. At year end we bid farewell to Project Director Tess Bullen, and we acknowledge, with thanks, the leadership and skills she brought to the management of our sites.



Rick Davies
Chair
Digital Media Trust

Introduction

NZ On Screen is the online showcase of New Zealand television, film and music video.

NZ On Screen launched in 2007, driven by a desire to give screen content back to the people of New Zealand. The site showcases and supports the New Zealand screen industry, and celebrates a rich screen legacy.

It gives new life to the treasure trove that is New Zealand's screen heritage, and makes it freely accessible to New Zealanders at home and abroad.

AudioCulture tells the story of New Zealand music.

The site was launched in 2013 as a sister website to NZ On Screen. Artists, record companies, venues, and more are profiled and interlinked, bringing life and context to our music history. The site is highly valued by both the music industry and fans, and is already becoming the "go to" online place for New Zealand music.

"It gives new life to the treasure trove that is New Zealand's screen heritage, and makes it freely accessible to New Zealanders at home and abroad."

Both websites are only possible thanks to the continued support and generosity of the content makers of the New Zealand screen and music industries.

ONZONSCREEN

New Zealand's screen culture showcase

The Wellington Collection

Wellington has been New Zealand's capital city for 150 years. Here are 50 reasons to love Wellington, from Carmen to Flight of the Conchords

WATCH COLLECTION

29,910 minutes of 'o for

58 carefully curated

Overview

As NZ On Screen enters its eighth year, it is in great shape. There are now 3,000 television, film and music video titles on the site. We have written over 1,000 biographies and produced nearly 300 ScreenTalk video interviews to provide greater insight into the creative talent behind the content.

The breadth of titles and people covered on the site is a strong mixture of the broad appeal and the culturally significant. We work hard to balance populist and nostalgic mainstream appeal, with works of more serious historic or artistic significance.

Every year we've seen increased numbers of visitors to the site, and this past financial year we "cracked the million" for the first time, with 1.3 million unique site visitors. By regularly curating interesting featured collections, and by savvy use of social and mainstream media, we are constantly working to grow the number of people engaged in New Zealand screen culture through the site.

"...we are constantly working to grow the number of people engaged in New Zealand screen culture through the site."

In 2014/15, we relaunched our site and made it mobile-friendly, with a bold new look.

AudioCulture is just two years old and over the last 12 months has matured substantially – it now has nearly 800 pages. It is fast becoming the definitive place for people to explore and immerse themselves in the stories, history, artists and culture of New Zealand music. It is the authoritative place for people

who want to know more about our music. Moreover, the very existence of the site is continually bringing to light new treasures – from original lyrics to rare photographs – that might otherwise have been lost.

AudioCulture has also played a part in a broad and continuing campaign to secure digital re-release for New Zealand music's "back catalogue," which, in turn, enriches the site.

Contribution

More than **one million unique visits** to NZ On Screen this year

Average **40% increase** in visitor numbers to the site year on year for the past five years

30,097 minutes of New Zealand television, film and music video easily accessible online

Synopses,
biographies, and
ScreenTalks
provide **invaluable
resource material**

AudioCulture
viewing statistics
also **continually
rising**

**Giving New
Zealand's screen
content back
to the people of
New Zealand**

Both websites
are providing
**support to schools,
universities,
galleries, libraries,
and museums**

**Less than a
dollar cost for
each site user**

And **supporting
other cultural
websites**

How We Operate

NZ On Screen's core values are:

- Industry support and contribution – support, honour and contribute to the creativity and unique flavour of the New Zealand screen industry
- Accessible and inclusive – opening up New Zealand's screen treasure trove to be accessed and appreciated by all. Work inclusively and foster our partnerships, communities and team
- Integrity and respect – prizing our content and relationships, engaging with people with professionalism and openness
- Smart and innovative – intelligent, savvy and thoughtful curation. Always seeking better approaches and ideas

The name of the AudioCulture site expresses its intent:

- Audio: the sounds, and creators of our music
- Culture: the culture that extends from the music created and played in New Zealand

Performance

In terms of regularly adding new content to the two sites, we are a small, well-oiled machine – taking great pride in always meeting our monthly and annual content targets, and maintaining a constant flow of interesting new content to NZ On Screen and AudioCulture.

Changes to our site hosting arrangements have enabled our sites to be live greater than 99 per cent of the year.

Audience

The number of visitors to NZ On Screen and AudioCulture has grown each year. There has been an average 40 per cent increase in visitor numbers to the NZ On Screen site year on year for the past five years.

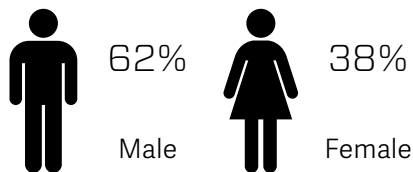
NZ On Screen received 1,309,951 unique visits in the 2014/15 financial year.

We will continue to work hard at growing our audience in the year ahead with innovative content curation and smart use of both social and mainstream media.

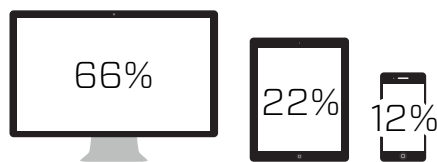
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AudioCulture Audience

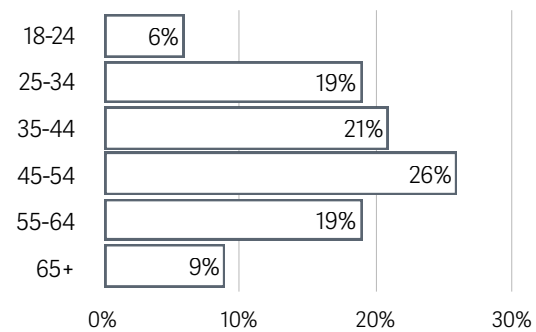
Gender



Devices

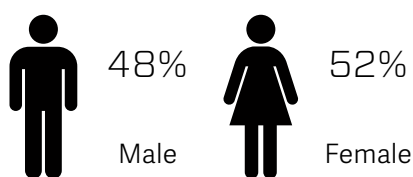


Age groups

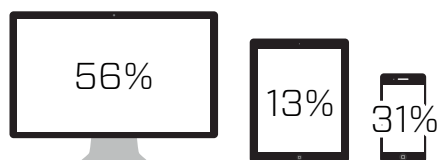


NZ On Screen Audience

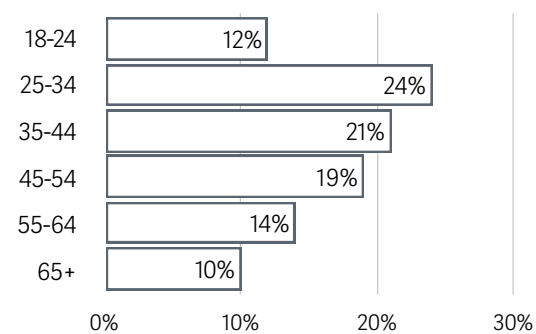
Gender



Devices



Age groups



Content

NZ On Screen's 3000 titles are a balanced mix of popular favourites and titles of historical, artistic or cultural significance. We set yearly targets to make sure we have a balance of content, including strong Māori and Pasifika representation. We have recently introduced web series to the site.

Our priority system for clearing titles is strict and strategic – what will make the collection richer? How can we improve the showcase for site users? What is missing from it?

Our content acquisition is also informed by site user and screen industry recommendations.

This year we met all of our specific content targets.

Next year, NZ On Screen's content targets are:

- 275 new titles, of which at least 24 will be Māori titles and 15 Pasifika titles.
- 35 new ScreenTalks and 100 biographies
- Six major collections and 20 smaller "Spotlight" collections
- Move at least 20 excerpted titles to full length (as rights situations change)

"Thanks very much for the memories and easy to use interface."

– Kiwi Mike



Shortland Street - The Ferndale Strangler finale



All I Need – Soane



Parihaka – Tim Finn



The Confessions of Prisoner T

NZ On Screen
Most watched
content



The Dead Lands



3 News - 'Corngate' interview with Helen Clark



Not Many (remix) – Scribe



The Frighteners



Bred to Win



Hairy Maclary from Donaldson's Dairy



Pulp Comedy - Series Five, Episode Two (Flight of the Conchords)



The Civic Reception of Lieutenant John Grant VC



Gutter Black – Hello Sailor



I Got You – Split Enz

AudioCulture also met all of its specific content targets for 2014/15.

AudioCulture's 2015/16 content targets are:

- Add 240 pages to the site, of which 10 will be Māori or Pasifika
- Continue to work strategically through a content list of 400 important people, scenes and labels to ensure high priority content gets to the site as quickly as possible

"What an amazing site."

– John McCready (former head of TVNZ programming) commenting about AudioCulture on Facebook

"You were very kind in the article – very much appreciated. A nod from NZ is worth a hundred from anywhere else in my book."

– Richard James Burgess (NZ producer – Spandau Ballet etc. and Associate Director Smithsonian Institute) commenting about AudioCulture



Wellington Nightclubs in the 1980s



Soane



Record Warehouse

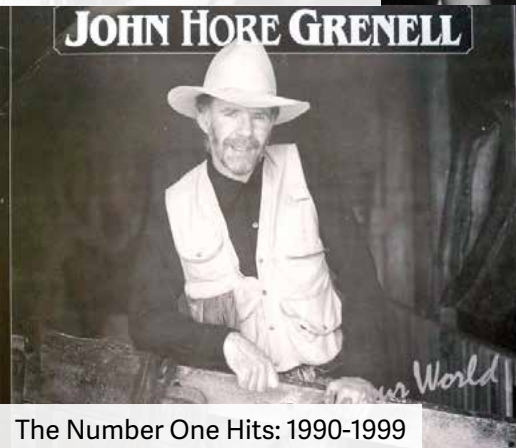


Paul Hewson - the Early Years

AudioCulture
most read
content



Wellington's Folk Coffee Bars



The Number One Hits: 1990-1999



Calibre



A Low Hum Part 1



New Zealand Made Guitar Amps



Mike Chunn's Split Enz images



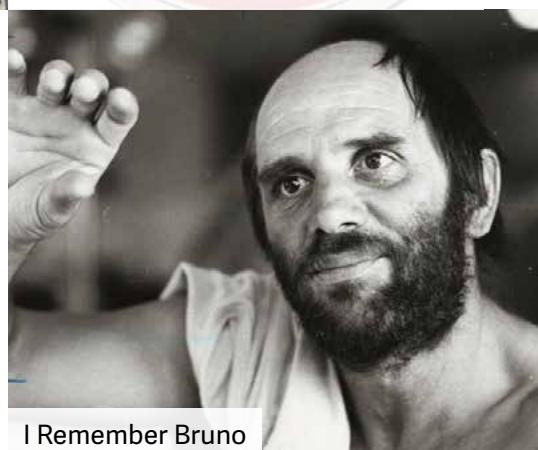
Lost Record Stores of Inner Auckland



The Number One Hits – 2000-2010



Radio Hauraki: The Pirate Days
– The Good Guys



I Remember Bruno

Licensing

Making historic content available online means that rights clearance forms a large part of what we do. We strive to engage with the production sector with professionalism and openness, and we greatly prize our relationships with content owners. It is only through the vision and shared understanding of the people who created and own the content, that we are able to give it a new lease of life on NZ On Screen and AudioCulture.

In return for allowing us to host their content, we offer filmmakers, producers, performers and broadcasters a place where their work that might otherwise be unavailable can be showcased and celebrated.

"Great work, and up to your (and NZ On Screen's) now well-established standard. (A lot of media journalists could learn a few points from NZOS)."

*– Pioneering NFU director
Hugh Macdonald (This is
New Zealand), about his
ScreenTalk interview*

NZ On Screen
high priority
content
added



Māori



Bill Sevesi's Dream



Max Cryer and Ray Columbus
joke puppet act



Hotshotz



Flight 901 - The Erebus
Disaster



Campaign



ONE News – Paul Holmes
interviews Margaret Thatcher



The Five of Us - The Life
of the Lawson Quins



Billy Bold – Graham Brazier

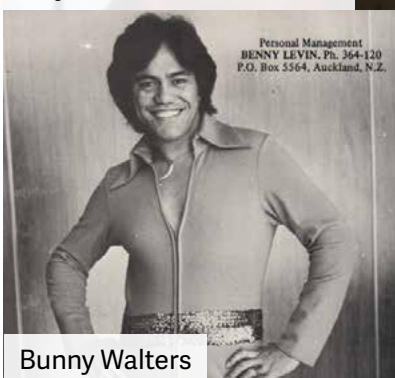


The Bridge – Dean Waretini



Radio With Pictures – Lou
Reed Interview

AudioCulture
high priority
content
added



Bunny Walters



Jan Hellriegel



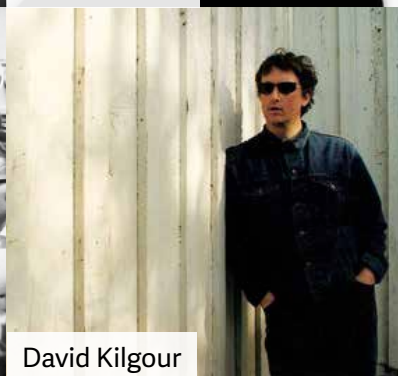
Trevor Reekie



The Screaming Meemees



Quincy Conserve



David Kilgour



Maria Dallas



Citizen Band



Lisa Crawley

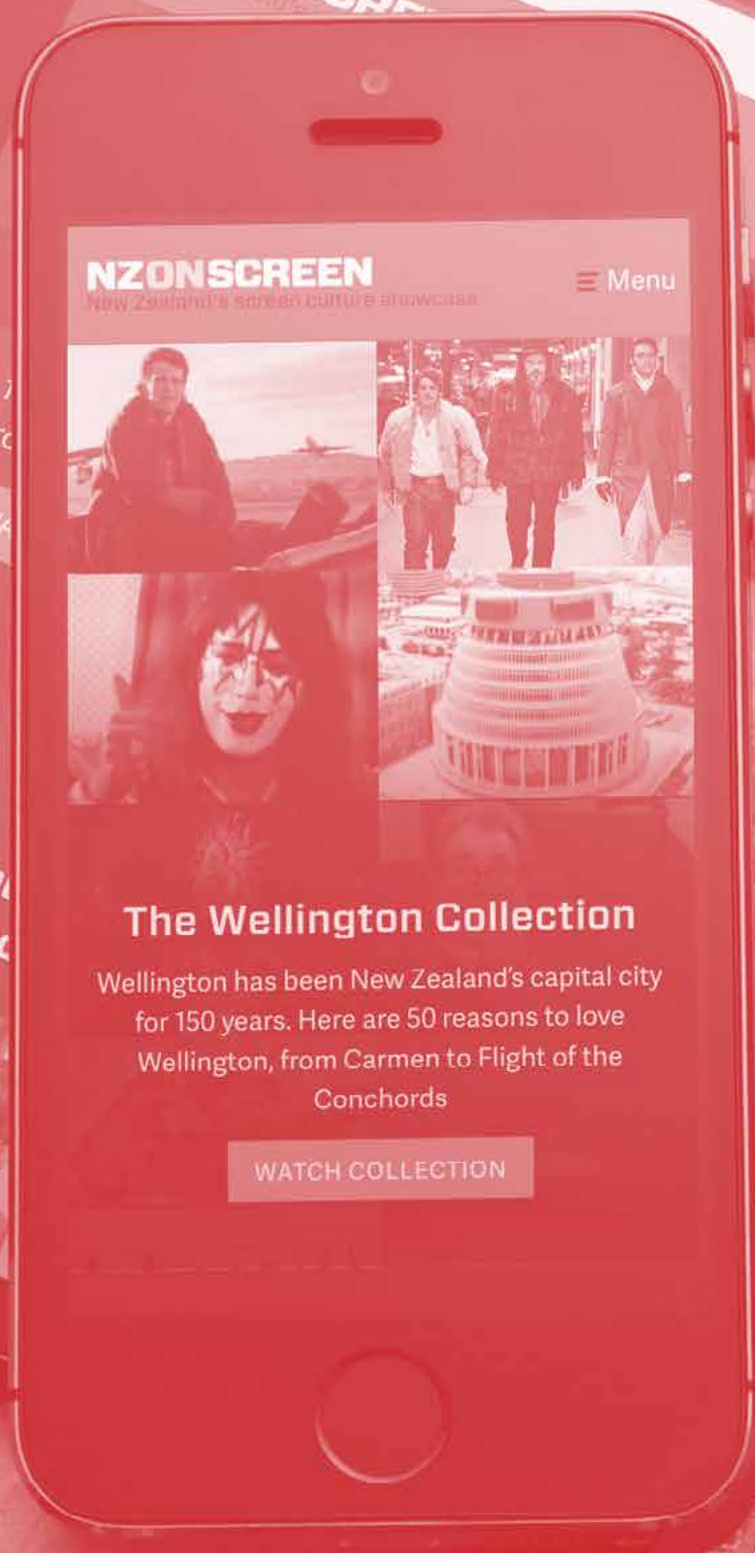


BLERTA



Pop Mechanix

The Redesign Project



Making NZ On Screen even more accessible and easier to navigate has been a top priority for us this year. Our website was re-launched in April with a bold new look.

Website development has come a long way in the seven years since NZ On Screen was first launched. More than an update in brand and feel, the website application on which the content is hosted has been totally rebuilt.

We took a mobile-first approach, ensuring the site works on multiple devices. The design is more responsive, greatly increasing appeal and ease of use for our audience.

And we added high def capability. New Zealand is increasingly producing content in high definition, and NZ On Screen now has the ability to show titles as they were originally intended to be seen.

Images across the site are now in high resolution,

allowing us to showcase the title to greater effect. We've also done work behind the scenes to improve filtering and sorting, to redesign the embeds and badges, and to introduce MediaPlayer and features to make the site more accessible for screen readers.

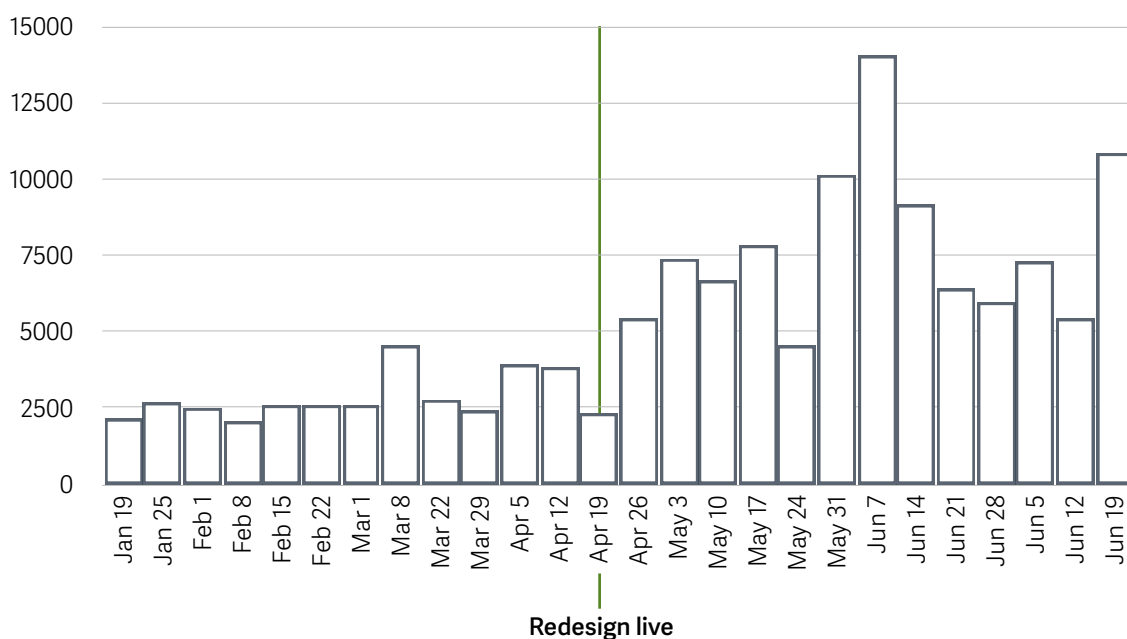
There are a few aspects of the redesign we are still refining (the ScreenTalk and Spotlight collection sections, and the Explore section) and this work will continue into next year.

AudioCulture is still a young site, and we are continually improving it for users.

We have added more features to provide music lovers with more pathways to the site content. The new features include a weekly newsletter and sign-up, and improvements to the responsive and interactive design.

RoughCuts – a new public submission site module – is in development, and will go live in 2015/16.

NZ On Screen – Visitors on tablet or mobile playing a video



Home > Explore

EXPLORE

EXPLORE















Use the menus below to explore the content on NZ On Screen.

Titles
People
Music Videos
ScreenTalk
Collections

A-Z
Artist
Genre
Embeddable

All
0-9
A
B
C
D
E
F
G
H
I
J
K
L
M

466 RESULTS for Music Videos > A-Z

TRACK	ARTIST	YEAR	DIRECTOR	ADDED
 1905	Shona Laing	1972		11.08.10
 40 Years	The Phoenix Foundation	2009	Taika Waititi	08.05.09
 Adults and Children	Gordons	1981	The Gordons	04.03.10
 Advice for Young Mothers To Be	The Veils	2006	Suzanne Schurgers	23.12.11
 AEIOU	Moana and the Moahunters	1991	Kerry Brown	16.11.10
 AFFCO	The Skeptics	1987	Stuart Page	02.05.09
 Afternoon in Bed	The Bats	1995	John Chrisstoffels	15.10.10
 Albertine	Brooke Fraser	2006	Anthony Rose	08.08.13
 Alligator Song	Bill Direen	1985	Peter Bannan	14.02.12
 All I Need	Soane	2004		
 All I Wanted	Amp	2005		
 All Over Town	The Tutts	2008		
 All the Young Fascists	Shihad	2005		
 Always on My Mind	Tiki Taane	2008		

Previous Explore section

29,910 minutes of 'o for awesome'

Comedy

TV

Māori

Children

Film

News/Current Affairs

Sport

Music Videos

Arts/Culture

Documentary

Short Film

Interviews

Browse more categories

Popular and recommended titles

POPULAR



Hairy Maclary from Donaldson's Dairy
Short Film, 1997 (Full Length)

POPULAR



The Dead Lands
Film, 2014 (Trailer)

POPULAR



Tama Tū
Short Film, 2004 (Full Length)



All Blacks Profiles - Jerry Collins
Television, 2007 (Full Length)



Into Antiquity: A Memory of the
Māori Moko
Short Film, 1972 (Full Length)



All I Need
Soane, Music Video, 2004



Close Up - Big Dealers (feat. John
Key)
Television, 1987 (Full Length Episode)



Boy
Film, 2010 (Excerpts and Extras)



The Five of Us - The Life of the
Lawson Quins
Television, 1998 (Full Length)



The Best of The Billy T James
Collection
Television, 1992 (Full Length)



Logger Rhythms
Short Film, 1984 (Full Length)



Gallipoli: The New Zealand Story
Television, 1984 (Full Length)



Kerosene Creek
Short Film, 2004 (Full Length)

Redesigned
Explore section

THE POPULAR VIDEOS

Compelling collections



Partnerships – A Priority for 2015/16

We have developed strong and supportive partnerships across the broadcasting and music industries; as well as in the galleries, libraries and museums (GLAM) sector.

We also have extremely positive relationships with the two main news websites – NZ Herald and Stuff, as well as other media outlets.

Our key personnel frequently attend and speak at industry conferences and events.

With NZ On Screen's big redesign completed, one of our main business goals this year will be to improve our existing partnerships and look for new ones. We will be actively approaching partners to explore mutually beneficial projects, joint PR and social media communications, and improving linkages.

Here are some of the organisations we have strong relationships with – we are very grateful for their ongoing support.



We provided Te Ara, the Ministry for Culture and Heritage website, with assistance in providing information and audiovisual material for the new 'Cultural and Intellectual Life' section of Te Ara. We hope to work with Te Ara this year on similar projects.



The Film Commission grants NZ On Screen access to its catalogue of short films, features and some television productions. In return, NZ On Screen links to titles on the NZFC's new online on-demand platform that are available to buy or rent.



NZ On Screen joined the ranks of early adopters for the Network for Learning Portal 'Pond' for teachers and students. We have added significant resources from NZ On Screen and AudioCulture this year.



Recorded Music has been one of our most committed supporters of AudioCulture. This year we received a grant of \$5,000 from it to assist with publicity. We have worked with Recorded Music closely on the 'Tied to the Tracks' project, featuring the re-release of hundreds of New Zealand artists.



NGĀ TAONGA
SOUND & VISION

NZ On Screen sources many of its titles from Ngā Taonga Sound & Vision, and is grateful for their ongoing support. Our relationship is developing further as we enter this new year with social media sharing and other linkages, as well as working together on events and screenings.



NZ On Screen would also like to thank Archives New Zealand for their help with information and sourcing of the National Film Unit collection.



National Library has been involved in the RoughCuts project on AudioCulture and is keen to get further involved in sharing content.

We would also like to thank broadcasters, producers, filmmakers and performers for their extraordinary support of NZ On Screen and AudioCulture. We would not exist without this.

Summary

We are looking forward to another great year of celebrating and showcasing New Zealand screen and music culture – remaining accountable to our funders and partners, and meeting all content and budget targets.

This year was our year of the major NZ On Screen redesign; next year will be our year of growing partnerships.

Every year we've seen increased numbers of visitors to the site, and we plan to continue this trend in 2015/16.

NZ On Screen and AudioCulture can never sleep!

Who We Are

The Trust

The Digital Media Trust is an independent charitable trust.

The Trust comprises seven voluntary trustees:

Rick Davies (Chair) is Marketplace Head of Product at Trade Me

Russell Brown is a media commentator, broadcaster and blogger

Lucy Elwood is a principal of Elwood Law

Debra Kelleher is a television producer and events manager

Robin Scholes is a film and television producer

Jane Wrightson is Chief Executive of NZ On Air

The Team

The sites' management and support is coordinated by a Project Director. **Tess Bullen** resigned at year end, and **Janine Faulknor** has now taken up this role.

The NZ On Screen content team is led by Content Director **Irene Gardiner**.

Site Editor – **Ian Pryor**

Rights Executive – **Kim Baker**

Digital Designer/Producer – **James Kirkus-Lamont**

Digital Assistant – **Mike Potton**

Video Editor – **Alex Backhouse**

Writer – **Paul Ward**

Editorial Assistant – **Simon Smith**

Admin and Financial Support –

Viv Winter and **Fran Carney**

The AudioCulture content team is led by Content Director **Simon Grigg**.

Consultant – **Chris Caddick**

Editor – **Steven Shaw**

AudioCulture also has additional support from NZ music historian and writer **Chris Bourke**, as well as freelance writing work from many of NZ's top music writers.

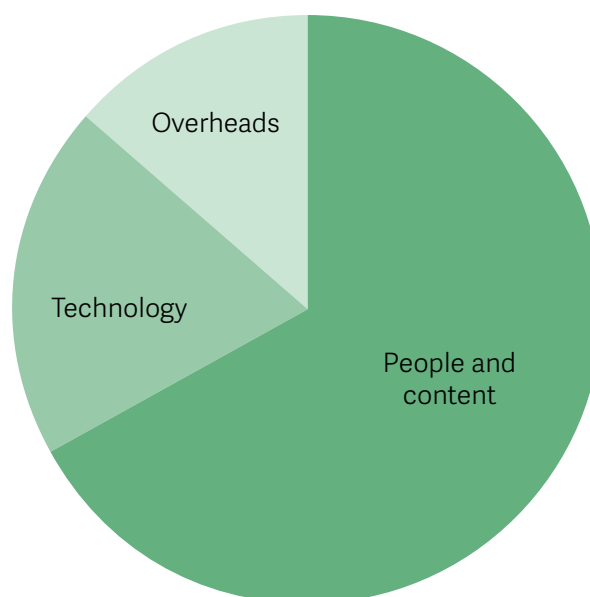


Financial Statement

Statement of Financial Performance 2014/2015

Total Income	\$1,406,061
Less Total Costs	\$1,389,733
Net profit for the Year	\$16,328

Expenses



People and content	\$930,951
Technology	\$272,496
Overheads	\$186,286
Total Expenses	\$1,389,733

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More

