

Digital Media Trust Annual Report 2018



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"Thank you for your incredible site, I frequent it often for work and leisure - a genuine asset to NZ's media culture."
(NZ On Screen)

"AC is an amazing, vast source of knowledge encompassing a very wide field of NZ music and those musicians, past and present who interest us all immensely. It's a superb work, please keep it up!!"
(AudioCulture)

2017/18 Highlights

NZ On Screen and AudioCulture visitors praised our websites as:

*“a treasure trove of Kiwi gold”, “wonderful curation”,
“incredibly useful” “a real gold mine”, “a joy to read”,
“vast source of knowledge”, “the best music website
on the planet”*

- The New Zealand public became winners when landmark 1976 series *Winners & Losers* was restored and made freely accessible. The series was also captioned for the deaf and hard of hearing.
- NZ On Screen is in the air and on demand – ScreenTalks feature as part of Air New Zealand’s inflight entertainment offering; ‘From the Vault’ content features on TVNZ OnDemand.
- AudioCulture turned five! Celebrating more than 1000 pages of our popular music history.
- The addition of the Māori Television Collection broadened the offering of Māori content on NZ On Screen – a real taonga for the site.
- A new interactive feature was added to AudioCulture – launching with the ‘Aotearoa Hip Hop Timeline’.
- We celebrated the 40th anniversary of the New Zealand Film Commission with a collection onsite and partnered content on nzherald.co.nz.
- NZ On Screen’s onsite engagement increased by more than 8% year-on-year.
- AudioCulture grew its audience by 11% year-on-year.

“This is a brilliant site and service to anyone researching worldwide for New Zealand programmes of the past.”

(NZ On Screen)

“This is absolute NZ music history gold. All of Aotearoa’s hip hop history on one timeline.”

(AudioCulture)

Message from the chair

Another year has flown by for Digital Media Trust and our websites, NZ On Screen and AudioCulture.

In the 2017/18 year, more than **1.8 million** visitors accessed our sites. AudioCulture continued to show strong growth and NZ On Screen's onsite engagement also showed pleasing growth. With more and more competition for eyeballs (and people's time) onsite engagement is an increasingly important measure.

In May AudioCulture celebrated its fifth birthday and in October NZ On Screen will celebrate its 10th. The media landscape has changed dramatically in that 10 years. When the NZ On Screen website first launched on 23 October 2008, TVNZ OnDemand was not much more than a year old and was still experimenting with its model. There was no Netflix in New Zealand, or Lightbox, and ultra-fast broadband was an election promise.

Today, our websites compete with a much greater range of content offerings, across a plethora of platforms. So, in NZ On Air's latest 'Where Are the Audiences?' research, it was pleasing for NZ On Screen to see a significant increase in its daily reach. To be equally popular as Lightbox and Netflix from overseas is very encouraging.

As both DMT websites mature, we need to balance the requirement to keep content up to date with the want to offer new content. The teams have worked hard this year at updating existing content as well as publishing 254 new screen titles and 148 articles reflecting our musical history. A major highlight was the restoration and digitisation of the landmark

TV series *Winners and Losers*, making the series accessible to the New Zealand public. This long-held ambition was achieved with assistance from a Lottery Environment and Heritage grant. It was also great to have this series captioned for the deaf and hard of hearing. Another significant initiative was the launch of AudioCulture's 'Aotearoa Hip Hop Timeline'. This well-received interactive feature will be rolled out for other topics across both websites.

"...in NZ On Air's latest 'Where Are the Audiences?' research, it was pleasing for NZ On Screen to see a significant increase in its daily reach...."

We continued to build on our valued partnerships throughout the year and were delighted to mark the New Zealand Film Commission anniversary by celebrating 40 years of New Zealand film, both on NZ On Screen and on nzherald.co.nz. NZ On Screen's collaboration with Māori Television on a collection to recognise their place as Aotearoa's indigenous broadcaster created a real taonga for the site. AudioCulture maintains a strong connection with the music community and earlier this year brought together its writers and supporters to celebrate five years of being the "noisy library" of New Zealand music.

This is my first year as Chair of Digital Media Trust and I would like to thank my predecessor, Rick Davies, for all his hard work over the past five years. His insight and knowledge have been invaluable.

We couldn't do what we do without – and never take for granted – the continued backing of our primary funder, NZ On Air. We also never forget the support and generosity we have from the content creators and owners – without whom our sites wouldn't exist. The on-going support we receive from the music and screen industries is also greatly appreciated.

Undoubtedly, the changing landscape presents challenges ahead, but we look forward to meeting them head-on. We've tapped many a nostalgic vein and we relish the opportunity to continue to showcase and celebrate New Zealand's rich screen and music legacies.



Sarah Bacon
Chair
Digital Media Trust

"We were especially fascinated with the dedication to screening local indie films - everyone, and especially young students, should believe that they can create something excellent without a Hollywood budget, and NZ On Screen has been instrumental in promoting and inspiring the next generation of filmmakers."

(NZ On Screen)

"I appreciate all the hard work, love and care that the AudioCulture team have put in to create and maintain this wonderful resource. Without it all that valuable, resonant music-cultural history of NZ would be scattered and un-collated in private collections or lost forever. You keep our extended musical family together through shared links and memories."

(AudioCulture)



AUDIO CULTURE

The noisy library of New Zealand music



their own story

MacBook

Facebook >

Youtube >

Tumblr >

Soundcloud >

Instagram >

Sign up to our newsletter for regular features

NZONSCREEN

Cymatics

Nigel Stanford, Music 1950s - 2014
Watch Nigel's video



Nigel Stanford
"I like to make music that's a bit like a record"



Kiwitanga Music: The Award-winning...
Kiwitanga Music: The Award-winning...
Kiwitanga Music: The Award-winning...



Artists Prepare: Chris Cree Brown
Artists Prepare: Chris Cree Brown
Artists Prepare: Chris Cree Brown



Double Happy
Double Happy
Double Happy



Valley of the Stars
Valley of the Stars
Valley of the Stars



Delf
Delf
Delf



An Afternoon on the Moon
An Afternoon on the Moon
An Afternoon on the Moon



Shihad - Beautiful Machine
Shihad - Beautiful Machine
Shihad - Beautiful Machine

Overview Crafts Quotes Awards Comments

"I always wanted to make videos that turn sound into form". So says musician Nigel Stanford about the video for this track from 2014 album Solar Echoes. In the David Daud-directed video, science meets art and music meets image, as

About Digital Media Trust

We provide access, bring context and understanding and enable enjoyment of New Zealand's popular culture history.

NZ On Screen and AudioCulture are essential guides to New Zealand's screen heritage and popular music history. The websites are produced by the Digital Media Trust (DMT).

NZ On Screen is the online showcase of notable New Zealand television, film, music video and web series. It makes screen content freely available to the people of New Zealand and supports and celebrates the screen industry.

AudioCulture (the noisy library of New Zealand music) tells the definitive story of New Zealand popular music history – its people, labels, scenes and places. Its vision is to be the go-to place for New Zealand's popular music history. It commissions and publishes in-depth stories that would otherwise be untold.

We are supported by NZ On Air's Platform funding, as an online content discovery hub that creates and delivers 'public media content of particular cultural and social value'.

We showcase screen content and stories of our popular music history that otherwise may not be easily accessible to the public. Content is sourced widely, and considerable effort goes into obtaining necessary rights, as well as researching and writing background information.

We continue to strengthen our position as essential guides to New Zealand's screen heritage and popular music history. Our audiences enjoy and value NZ On Screen and AudioCulture content, as evidenced by regular feedback to our inbox, comments to the website, and through social media. We respond to many enquiries, as our sites and their creators have become go-to information sources.

NOKIA

Popular titles



Hairy Maclary from Donaldson's Dairy

Short Film, 1996 (Full Length)



Hibiscus & Ruthless

Film, 2018 (Trailer)



Winners & Losers: Big Brother, Little Sister

Television, 1976 (Full Length)



Bastion Point - The Untold Story

Television, 1999 (Full Length)



Boy

Film, 2010 (Trailer, Excerpts, and Extras)



Tama Tū

Short Film, 2004 (Full Length)

Our Performance

Develop Content

Adding new material aligned with annual content strategy; maintaining the accuracy and relevance of existing content.

NZ On Screen

As NZ On Screen becomes more established it is critical that the site remains relevant to our users. We strive to keep content up to date, while offering a breadth of new content reflective of screen history and of interest to a wide demographic.

- All of our agreed content targets for 2017/2018 were exceeded, with the exception of one which was met.
- We collaborated with Māori Television on a collection recognising the role the organisation plays as New Zealand's indigenous broadcaster – and creating a richer offering of Māori content on site.
- A Lottery Environment and Heritage grant enabled the digitisation and restoration of landmark TV series *Winners and Losers*. We were proud to launch the series on site in May.
- The *Winners and Losers* series was captioned for the deaf and hard of hearing, along with a further 19 titles on site.
- In addition to 10 new collections, six collections were updated, and 17 collection backgrounders were published.
- Analysis of user behaviour drove some changes to the site, including the consolidation of spotlights into collections, leaving the spotlight functionality for showcasing limited-time events.
- More effort is being directed at keeping profiles updated and aligning new profiles with the publication of titles.
- We completed 27 cutdowns of ScreenTalk interviews, primarily for use on social media and to cater more to today's time-poor audience.
- We ended the financial year on a lighter note, publishing our Bloopers Collection in June, with a significant amount of effort invested in rights clearances. It has proved to be very popular and is expected to have great longevity.

Titles

254/250

Achievement/Target

Profiles

73/72

Collections

10/9

Māori

Pasifika

Major
updates

Minor
updates

ScreenTalk
Shorts

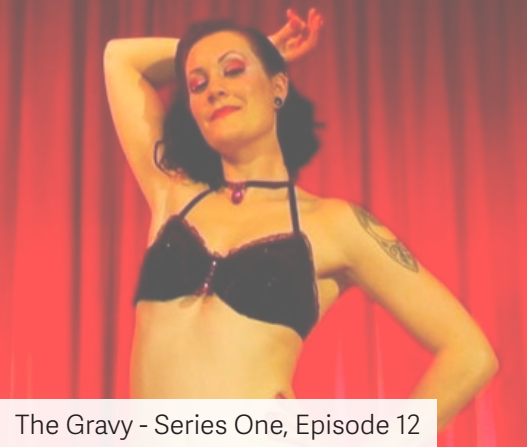
44/35

12/10

36/36

50/48

27/25



The Gravy - Series One, Episode 12



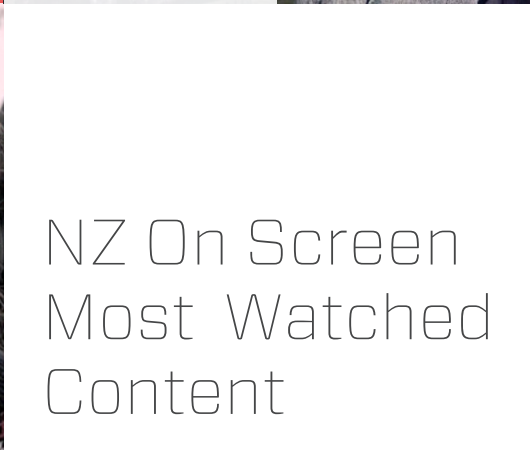
Hibiscus & Ruthless



Broken



Waru



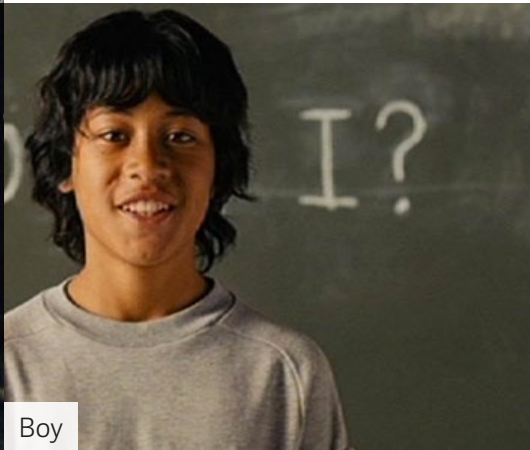
NZ On Screen
Most Watched
Content



Tama Tū



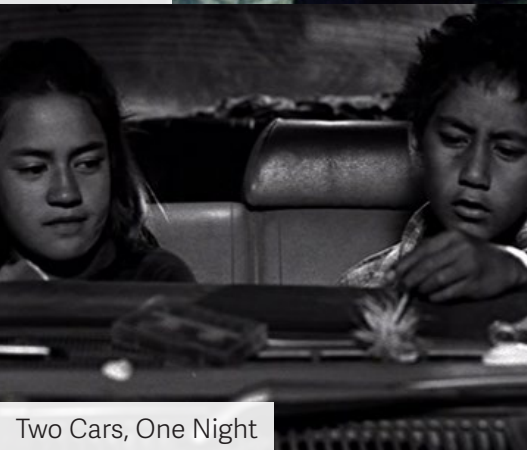
Dawn Raids



Boy



Bastion Point - The Untold Story



Two Cars, One Night



Legend (Ghost Chips) - Road Safety



Day Trip



Three Wise Cousins



The New Zealand Wars



Dirty Bloody Hippies

Develop Content

Adding new material aligned with annual content strategy; maintaining the accuracy and relevance of existing content.

AudioCulture

AudioCulture marked its fifth birthday this year, and in that time it has become a much-loved, reliable and entertaining source of information about New Zealand's popular music heritage. The site celebrates the diversity of the country's musicians, no matter the genre or locale; it covers well-known acts as well as unacknowledged contributors to the culture.

- Progress covering high priority artists continues. Among those who received in-depth profiles were The Topp Twins, The Chicks, Evermore, Garth Young, Mark Williams, Annie Crummer, and The Kal-Q-Lated Risk.
- "Scene" stories covering broader aspects of New Zealand's music culture included definitive articles on the *C'mon* and *Radio With Pictures* TV series, the birth of rock'n'roll in Christchurch, venues such as the Kings Arms and Grannys/Granpas, and New Zealand Christmas songs.
- Our continuing goal of reflecting the diversity of New Zealand music was reflected in an increase in articles about women, Māori and Polynesian musicians.
- In the year, 148 stories were published; 82 of these were profiles of male acts or groups, 38 of female acts, 19 of Māori acts, and 4 Polynesian acts. Among them were stories on Charlotte Yates, LA Mitchell, Ngoi Pēwhairangi, Aaradhna, Camille Te Nahu, Tina Cross and Pat McMinn.
- We published two more long-form video interviews, filmed exclusively for AudioCulture by Ross Cunningham; these featured Moana Maniapoto and Delaney Davidson.

New Stories

148/144

Achievement/Target

"I am finding the site valuable while researching for my book From Top of the Pops to Town & Around, the history of the Manawatu music scene 1960 thru to mid 80s."

(AudioCulture)



Wellington Nightclubs in the 1980s



The Number One Hits: 2000-2010



New Zealand Made Guitar Amps



The Number One Hits: 1990-1999

AudioCulture
Most Viewed
Content



Top 10 Songs About the Sea



Paul Hewson - in the Dragon's Lair



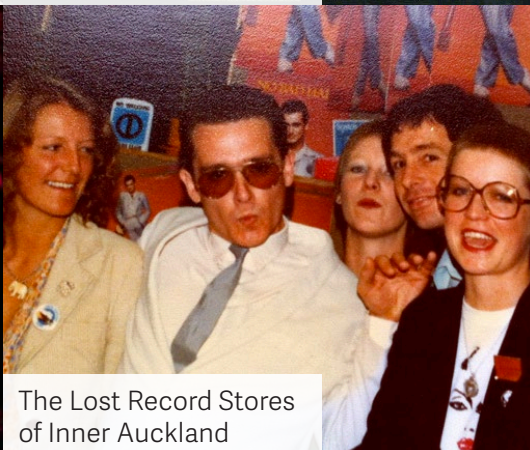
Sweetwaters on the Rise - 1980 to 1982



Kevin Hill's Photos of Christchurch Rock Bands



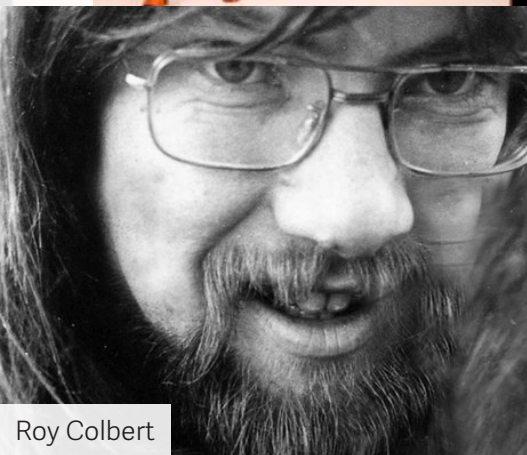
Sina



The Lost Record Stores of Inner Auckland



Grant Fell



Roy Colbert



Ten Guitars - NZ-made Guitars



Ruru Karaitiana

Increase Audience Engagement

Encouraging audience diversity; increasing engagement with more content; promoting and sharing NZ On Screen and AudioCulture content.

NZ On Screen

We are pleased to have increased onsite user engagement in the past year. The media landscape continues to evolve and with more and more content offerings it becomes critical to stand out amongst the crowd. Our content can now be found on more platforms.

- We missed our 'total user' growth target. Topical events and embeds on third-party sites influence our total user numbers, so it can be challenging to meet percentage growth targets.
- NZOS site user numbers grew by just over 8%.
- Our YouTube channel continues to show pleasing organic growth and had 272 subscribers at the end of June 2018. It is proving to be a good vehicle for promoting some of the (sometimes hidden) treasures we have on site.
- Our partnerships with mainstream media continued but competition in that space is increasing, particularly around video content.
- We entered into a partnership with TVNZ OnDemand, providing nostalgic content for 'From the Vault', resulting in 43,000 streams in the first eight months.
- A selection of ScreenTalk interviews are now featuring as part of Air New Zealand's in-flight entertainment offering – providing brand awareness for NZ On Screen and insight into some of the screen practitioners behind titles featured on the service.
- ScreenTest, our first short film competition for secondary schools, was launched, with a 'Coming of Age' theme.
- We added captions to 26 classic titles for the deaf and hard of hearing.

Total Users

1,607,204

Target Growth

5%

Actual Growth

-7%

Gender

Female

52%

Male

48%

Devices

Desktop

52%

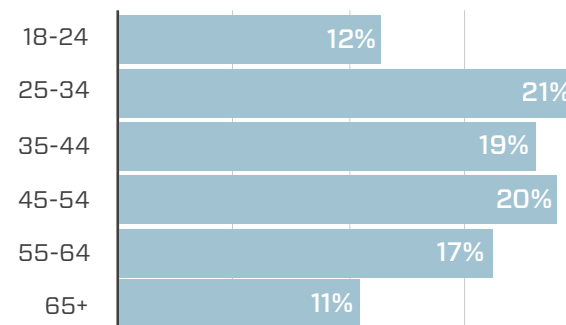
Tablet

10%

Mobile

38%

Age Groups



Increase Audience Engagement

Encouraging audience diversity; increasing engagement with more content; promoting and sharing NZ On Screen and AudioCulture content.

AudioCulture

AudioCulture is now the site that fans and media turn to when requiring information about New Zealand music. The statistics continue to rise, in unique users, time spent on site, and Facebook engagement.

- This year 11 percent more people visited the site, and the average length of their sessions (7 minutes) shows the popularity of the website's thorough approach.
- The site is now followed by more than 15,300 people on Facebook.
- Replacing the last 18 'stubs' – short placeholder stories published when the site was launched in 2013 – has been a goal for the 2017/18 year. This campaign is almost complete.
- In June 2018 we published the first 'Timeline' which uses a chronological template to put a scene in context and provide links to relevant stories on the site. The response to the first timeline – 'Aotearoa Hip Hop' – was very enthusiastic.
- In the next year, we intend increasing our coverage of acts and scenes from outside New Zealand's four main centres and we will feature more acts from the late 1990s and 2000s as they become appropriate for the site.

AudioCulture is strengthening its links and cross-promotion with its sister site NZ On Screen. Among the stories with NZ On Screen input this year are New Zealand's #1 singles of the 1980s, the Flight of the Conchords, and musical comedy.

The support of AudioCulture from the music community is evident in the way artists share their scrapbooks and photo albums for the site, and the feedback they send. It has become a point of pride for people to be featured on the site.

Total Users

210,037

Target Growth

10%

Actual Growth

11%

Gender

Female

45%

Male

55%

Devices

Desktop

47%

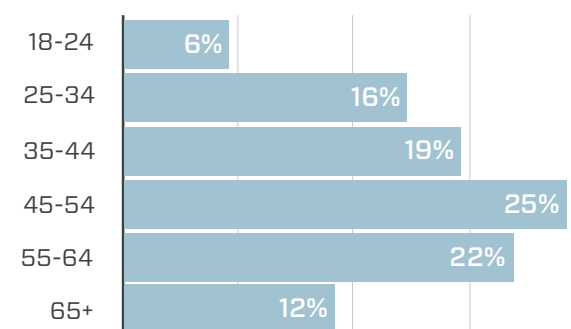
Tablet

10%

Mobile

43%

Age Groups



Strengthen Collaborations

Embedding NZ On Screen and AudioCulture into New Zealand cultural life through partnerships with complementary organisations; finding opportunities to share resources and obtain new funding.

Helped share their content and activities



Provided our content – blogs, links and embeds



Celebrated their artists and members



Developing partnerships



Manage and Maintain Our Sites

Keeping up to date with audience expectations and current technological standards.

The sites were available to the public for 99.98% of the time for NZ On Screen and 99.97% for AudioCulture.

We added new features to both sites as well as making iterative visual and design changes to improve usability and expand on existing features. Regular bug fixes and maintenance releases were made. Our sites are large and growing, so monitoring and fixing broken links to third-party sites takes an increasing commitment to keep our sites reliable.

NZ On Screen

- Enhanced embed feature to allow the player to start a clip at a specific time.
- ScreenTalk Shorts added to the site.
- ScreenTalk – added functionality to curate interviews on the 'People' landing page.
- ScreenTest competition page and entry form added (including video uploads).
- Homepage – change to the way featured items are curated.
- Added functionality to show tribal affiliation for music artists.
- Redesigned 'Share' button to improve visibility.

AudioCulture

- 'New' badge feature enabled to highlight new homepage content.
- Author names added to search index to improve results when they are searched for.
- Photo credits field displays under the image.
- Interactive timeline feature added.
- Moved to secure HTTPS webserver.
- Investigating options for maps feature.

"Wow, @nzonscreen really nails the "related content" thing. Short descriptions relate the suggestions directly to what you've just watched – similar style, same people, etc. Wonderful curation."

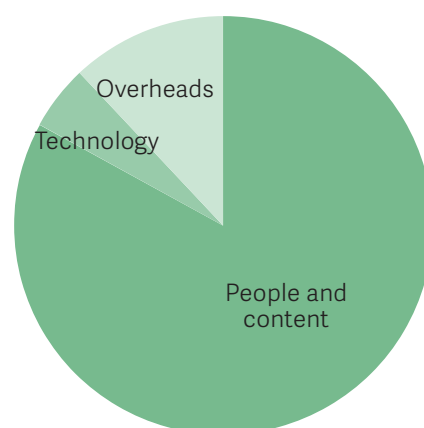
(NZ On Screen)

Financial Statement

Statement of Financial Performance 2017/2018

Total Income	\$1,324,416
Less Total Expenses	\$1,306,166
Surplus for the Year	\$18,250

Expenses



Overheads	\$151,555
Technology	\$65,469
People and content	\$1,089,142
Total Expenses	\$1,306,166

AUDIO CULTURE

The noisy library of New Zealand music

[People](#)
[Labels](#)
[Scenes](#)

[More](#)
[Facebook >](#)
[Youtube >](#)
[Tumblr >](#)
[Soundcloud >](#)
[Instagram >](#)

Sign up to our newsletter for regular features



Wide Mouthed Frogs

@AudioCultureNZ: At a London show in July, Flight of the Conchords @fotc announced that the gig was being filmed for a 1-hour HBO s.....



Blindspott

NEW



Skylord



Rykenberg: Auckland by night

NEW

Weddings, parties, anything: photographer John Rykenberg captured Auckland life in the 1950s and 60s, and many of his photographs feature musicians...

Rykenberg: mystery musicians

NEW

Identifying the full range of musicians photographed by John Rykenberg and his staff is a difficult task. Some are famous; many combos are



The Warratahs



Our People

Our Board

Digital Media Trust is an independent charitable trust. The Board provides direction and advice and oversees the work of our websites. Our trustees have backgrounds in business, finance, strategy, law, screen and music production and administration. They share a commitment to championing our screen and popular music heritage.

Sarah Bacon (Chair) – Company Director, Black Bear Limited

Tracey Bridges – Professional Director

Richard Driver – Chairman, Greenstone TV

Damian Vaughan – Chief Executive Officer, Recorded Music NZ

David Wright – Chief Operating Officer, Weta Digital Limited

Jane Wrightson – Chief Executive of NZ On Air

We gratefully acknowledge the valuable contribution made by Rick Davies who retired from Digital Media Trust Board this year.

We also want to acknowledge the extraordinary contribution made by Janine Faulknor (Project Director) who left in August 2018.

Accountant: Deloitte NZ

Auditor: Grant Thornton

Lawyer: Crengle, Shreves & Ratner

Bank: ASB Bank Ltd.

Our Teams

Our people have extensive experience in our screen and music industries. They are subject enthusiasts and share deep respect for New Zealand's content creators and musicians.

Executive Director, **Stephanie Hopkins** manages, on behalf of the Digital Media Trust, both sites. Stephanie took over from Janine Faulknor in August 2018.

Digital Designer/Producer for both sites is **James Kirkus-Lamont**

NZ On Screen

Content Director – **Kathryn Quirk**

Publicist – **Zara Potts**

Rights Executive / Writer – **Natasha Harris**

Senior Writer – **Paul Ward**

Site Editor – **Ian Pryor**

Sourcing Executive / Writer – **Simon Smith**

Video Editor – **Alex Backhouse**

AudioCulture

Content Director – **Chris Bourke**

Editor – **Steven Shaw**

Publicist – **Renee Jones**

Consulting Editor, Founder – **Simon Grigg**

Consultant – **Chris Caddick**

Both sites are enriched by the expertise of freelance music and screen history writers.

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