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 **Digital Media Trust**  
Pae Hāpai

**Annual Report 2022**  
Pūrongo ā-tau

**NZ On Screen**  
Iwi Whitiāhua

**AudioCulture**  
Iwi Waiata

Ka tū teitei a Aotearoa  
nā tō tātou āta kite i a  
tātou anō.

— Aotearoa is richer through a  
greater understanding of ourselves.



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The Digital Media Trust's purpose is to provide access, bring context and understanding and enable enjoyment of New Zealand's popular culture and its history.

- Te kaupapa o te Digital Media Trust he hora urunga, he whakarato hoki i te horopaki me te māramatanga, kia piki ake te ngahau ki te ahurea o te marea me ngā tātai kōrero o Aotearoa.

**As the nation moves forward despite the constant disruption of world events at large, AudioCulture and NZ On Screen’s content continues to resonate in an ever-changing, and often challenging, environment.**

It has been a strong and successful year for the Digital Media Trust. NZ On Screen is holding its own in a competitive environment. The increased volume of full-length content has resulted in the highest average site visit duration in the website's history. Our combined social media followers have grown by 14% against a target of 5% and AudioCulture is also reaching beyond targets in the social space, with followers increasing by 11%.

The launch of the *Give It A Whirl* Collection, and its wealth of associated content, has been a highlight for both websites. The project was a challenging undertaking, bringing 18 months of licensing and clearance work to fruition. Its launch enabled NZ On Screen and AudioCulture to collaborate widely with the music sector, and to raise awareness of this landmark series to a wider audience during NZ Music Month. A huge mihi to the team, led by Executive Director Stephanie Hopkins, for an outstanding effort to re-present this important content to Aotearoa New Zealand. It will be enjoyed on both websites for years to come.

NZ On Screen and AudioCulture continue to be the ‘go to’ websites for research into Aotearoa New Zealand’s cultural heritage. NZ On Screen’s association with the teaching resource School Kit for the 2023 Aotearoa New Zealand’s histories curriculum paves the way for deeper educational experience, and reinforces our commitment to providing reliable information that does justice to the taonga we care for. Our vision and values provide the strong foundation that underpins our mahi in this space.

It has been a fruitful year for relationships within the music and screen sectors. Association and collaboration with the NZTV Awards, SPADA, the Film Heritage Trust, The Student Radio Network, RNZ, Flicks, APRA/AMCOS, Recorded Music NZ, the NZ Music Commission and National Library have all contributed to a stronger ecosystem of industry collaboration that aims to benefit not only each stakeholder and the wider industry, but audiences across the motu.

The creation of the Aotearoa New Zealand Public Media entity, and its roll out in 2023, will revolutionise the public media landscape, and provide further opportunity for collaboration. We look forward to seeing what new local content and partnership opportunities this may bring for the Digital Media Trust. We are well placed to provide agnostic platforms that reflect diverse experiences, and represent the full range of content that Aotearoa has to offer.

I’d like to thank NZ On Air for their continued funding and support — their continued belief in our kaupapa is invaluable.

To our audiences, we hope our websites have provided you with a deeper understanding of our nation, our history and provided some insights and entertainment along the way. Thank you for walking alongside us in celebration of our pop culture past.

**Ka tū teitei a Aotearoa nā tō tātou āta kite i a tātou anō.**  
Aotearoa is richer through a greater understanding of ourselves.



Sarah Bacon  
Chair  
Digital Media Trust





Dudley Benson.



## **We provide access, bring context and understanding and enable enjoyment of New Zealand's popular culture and its 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 about New Zealand's popular music history 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 popular culture and its 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 continue to be go-to information sources.

Teeks



Loner



AudioCulture User Feedback.

Brent McDonald  
Facebook

"Love the site – it truly celebrates  
our musical community and its  
legacies."



Marlon Williams



NZ On Screen User Feedback.

Sam Neill  
Twitter

“A beautifully curated collection of my friend the late #JohnClarke ..... Including some amazing early NZ work I’d never seen before. Have a browse. The best fun.....”



The Justice of Bunny King



# AudioCulture

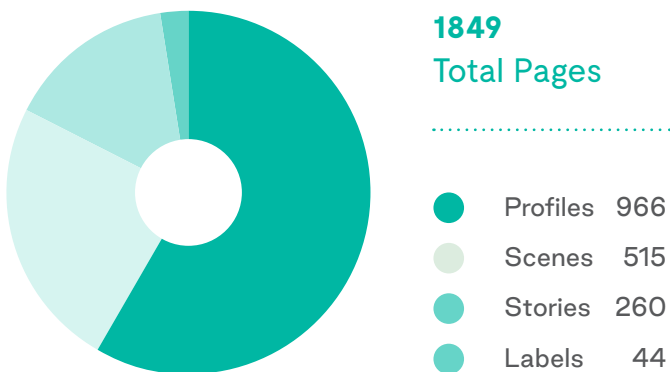
## Develop content.

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

AudioCulture continued its remarkable – for a music publication – gender balance, with 49.9% of readers being female, and 50.1% male. Also, there is now sustained growth in the 35–44 age group which had been dropping. From 11.71% of readers in 2020–2021, this age group reached 14.55% by the end of the financial year.

- Major features published during the year include many stories relating to the publishing, on NZ On Screen, of the *Give It A Whirl* TV series. This gave AudioCulture 20 new pages, such as profiles, raw interviews, and moving footage of some of New Zealand’s most popular acts up to the year 2000, which were added to their profiles.
- Additional substantial new pages to site included the Big Day Out festivals, Wellington’s Radio Active, the Deepgrooves label, Disasteradio, and a previously unpublished longform interview with Chris Knox. With the publication of a series analysing 10 New Zealand hit songs, and NZ On Screen connected features such as a history of New Zealand film music series, AudioCulture is making itself useful to the education sector.

- A new piece of online software has enabled the launch of the Story Maps series, which is also suitable for education use. Eventually most of the cities and bigger provincial towns will be represented in this interactive series, which enables readers to explore their own town for important music locations. The most successful example was the Album Cover Location Map, which pinpointed where New Zealand album covers were photographed. These maps open up the site for new readers through links to other pages. It means new readers can explore the “back catalogue” of stories and gives a sense of provincial pride.
- Important artists to receive in-depth profiles included Aldous Harding, Ngahiwi Apanui, Rob Ruha, Maree Sheehan, Ngaire, and Harry Lyon.
- Profiles of female, Māori and Polynesian artists all increased substantially.





166 / 150

Achievement

Target

New Pages



39

New Profiles



34

Female



28

Māori



08

Pasifika



5

Major Profile Updates



03

New Labels



107

New Scenes

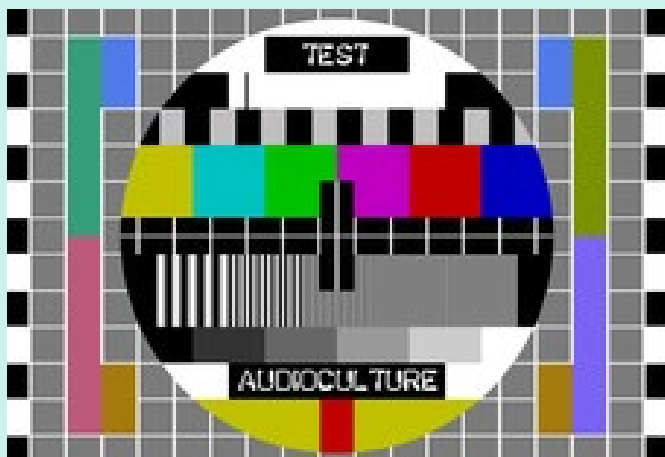


12

New Stories

## AudioCulture Most Visited Content

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01 AudioCulture Quiz

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02 Big Day Out

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03 Album Cover Location Map

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04 Give It A Whirl

---



05 Max Cryer profile

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06 Wellington Nightclubs in the 1980s

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07 Josie Rika profile



08 Christchurch Story Map



09 Sandy Edmonds profile



10 Give It A Whirl - Allison Durbin interview



11 Kim Krueger profile



12 Billie Farnell profile



# NZ On Screen

## Develop content.

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

The media landscape continues to evolve and there are more and more content options for people to view, particularly on online platforms. Local content that reflects who we are as a nation is a critical part of this mix. NZ On Screen continues to surface and showcase New Zealand screen content that embodies our rich cultural heritage.

- All our agreed content targets were met or exceeded.
- The Bird Collection was published in November to coincide with the annual Bird of the Year competition. We couldn't however have predicted the competition would be won by a bat!
- We published The Roger Donaldson Collection on 21 January 2022, the 40th anniversary of the premiere of *Smash Palace*, the movie that launched Donaldson's international career. The collection included some important new, and newly digitised, titles. Ian Mune, Keith Aberdein and film critic Dominic Corry wrote backgrounders.
- The In Memoriam Collection was published in March. The collection is made up of short videos compiled by NZ On Screen each year to acknowledge those in the industry that have passed away.
- The Body Art Collection was published in April. Author and Pasifika expert Sean Mallon wrote a backgrounder for the collection, alongside Geoff Steven, director of two key documentaries featured in the collection.
- The *Give It A Whirl* project concluded with the launch of The *Give It A Whirl* Collection at the end of April, just in time for NZ Music Month. The collection contains all six episodes from the series in full, 12 extended interviews edited from raw footage recorded for the series, Debbie Harwood's radio documentary series *Give It A Girl*, and three backgrounders from Harwood, series co-writer Michael Higgins and Hello Sailor's Harry Lyon.
- New ScreenTalk interviews with 10 emerging filmmakers were published at the end of September. These interviews have a new/fresher look. Associated profiles were also published (or updated) for these filmmakers.
- We also republished interviews from Radio New Zealand's 'NZ Screen History' slot which featured during Afternoons with Jesse Mulligan throughout 2021.
- We are adding more full-length episodes and full series to the site. We were pleased to add a further three episodes of *The Governor*, to complete the series, as well as six-part series *Tagata Tangata*, which explores the rites, rituals and history of Polynesia, and *Nigel Latta*, offering insight into some of New Zealand's biggest issues.
- Juggling the number of profiles we publish, versus the number of potential candidates, continues to be a challenge. Aligning profiles with the content we publish is the most pragmatic approach to this problem.
- We continue to work closely with sister site AudioCulture to secure content that, as well as being significant in a screen context, also enhances the music features on the AudioCulture website.



295 / 295

Achievement

Target

New Titles



75/75

New Profiles



112/110

Updated Profiles



5/5

New Collections



43

Maori Titles



18

Pasifika Titles

## NZ On Screen Most Visited Content

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01 Holmes - The Ingham Twins (embed)

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02 Police Ten 7 - Always Blow on the Pie (embed)

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03 Wheel of Fortune - Celebrity Episode (embed)

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04 John Clarke - The Collection

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05 Sleeping Dogs

---



06 Dawn Raids

---





07 Tama Tu

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08 Waitangi - What Really Happened

---



09 Patu!

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10 Bastion Point: The Untold Story

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11 Polynesian Panthers

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12 Newsnight - Rastus the Cat

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# AudioCulture

## Increase Audience Engagement.

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

An increase of content that represents the stories and scenes from the 2000s has continued to be a key focus for the 2021/2022 financial year. This has resulted in a sustained uptick in users from the 35 – 44 age group. Combined with key marketing efforts to target this demographic, we have increased our audience traffic from this time-poor age group by 3% over the financial year — indicating that the content choices we have made are resonating with our readers.

- Social media numbers have increased, with Facebook consumptions increasing by 9% — and overall social media followers increasing by 11%.
- Marketing executions continue to spread the good word of AudioCulture to a wide mix of music-loving people. Activity includes the sponsored 'AudioCulture' music history segment on Student Radio Network station 95bFM's Drive show. AudioCulture has also sponsored the inaugural 'SRN Top 10 Award' at the 2021 Student Radio Network Awards — sponsorship will be repeated for the 2022 awards.
- AudioCulture was the media partner for the award-winning Mediaworks podcast, Aotearoa Hip Hop: The Music, the People, The History which launched in November 2021. AudioCulture supported the podcast embeds on the website with additional written content, generated from interview transcripts from the series by podcast co-creator Martyn Pepperall.
- AudioCulture ran a month long Give It A Whirl campaign throughout NZ Music Month in May. Collaboration with the NZ Music Commission and their annual NZ Music Month t-shirt activity enabled AudioCulture to raise funds for the charity 'Music Helps' through sales of a bespoke *Give It A Whirl* t-shirt, designed by Lily Paris West. This new branding was also used to refresh the Give It A Whirl study notes which accompany the series and are issued to schools by the NZ Music Commission. Nationwide media coverage and a wealth of social content drove further eyeballs to the website across the month.
- Radio has been a strong supporter of AudioCulture over the financial year. Regular interview spots with Graeme Hill on Today FM, Chris Bourke's Blue Smoke segment on RNZ, and various interview spots across Aotearoa New Zealand's radio stations have showcased the variety of content AudioCulture has to offer.



253,054

Total Users



10%

Target Growth

-9%

Actual Growth

Growth



50%

Female



50%

Male



35%

Devices - Desktop



6%

Devices - Tablet



59%

Devices - Mobile



Age Groups

18-24	7%
25-34	13%
35-44	14%
45-54	20%
55-64	22%
65+	24%

# NZ On Screen

## Increase Audience Engagement.

Encouraging and strengthening audience diversity and engagement: promoting NZ On Screen and AudioCulture content.

NZ On Screen is pleased to be holding its own in a challenging media environment, with our user numbers showing only a small decrease in FY2021/2022. The competition for eyeballs is as strong as ever but we continue to promote the value of local content that is made by New Zealanders, for New Zealanders. We prioritise full-length content to meet the needs of our users, as well as content that meets the needs of targeted audiences. Engagement remains strong across our social media channels, a fluid landscape that requires Houdini-like dexterity!.

- Total user numbers declined by 2% (against a growth target of 5%). We saw a small increase in the average site visit duration. At seven minutes and 11 seconds, it remains the highest it has been in the history of NZ On Screen.
- NZ On Screen's combined social media (Facebook, Twitter, Instagram) followers have again shown pleasing growth, with an increase of 13.6% at the end of the financial year, against a target of 5%.
- Our YouTube channel also once again showed good organic growth in the financial year, increasing its subscriber base by 36%. In the next financial year, we plan to roll out content produced specifically for this audience.
- We continue to drive brand awareness and promote our site by having our From the Vault content feature on TVNZ+.
- To increase the reach of NZ On Screen's content, we seek mainstream media opportunities where we can, but it has become extremely difficult.
- Marketing outreach via Flicks.co.nz continues. This partnership has proven to be very successful in driving traffic to our new collections, particularly for the Roger Donaldson and *Give It A Whirl* launches.
- We have created an NZ History genre on site (containing more than 700 titles) to make our content more discoverable for teachers and students when the Aotearoa New Zealand's histories curriculum is rolled out in 2023. We have also commenced a (long) project to enhance the tagging of these titles.
- We continue to caption titles for the deaf and hard of hearing.
- Our partnership with Showquest to support their OnScreen short film competition continued, and we look to build further on our relationship in the coming year.



1,331,454

Total Users



5%

Target Growth

-2%

Actual Growth

Growth



58%

Female



42%

Male



40%

Devices - Desktop



5%

Devices - Tablet



55%

Devices - Mobile



Age Groups

18-24	11%
25-34	17%
35-44	16%
45-54	18%
55-64	18%
65+	20%



## Strengthen Collaborations.

Strengthen collaborations with complementary organisations, finding opportunities to share resources and obtain new funding.

Helped share their content and activities

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Provided our content – blogs, links, embeds and images

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The New Zealand Herald



stuff



FLICKS.CO.NZ



THE SPINOFF



NEW ZEALAND HISTORY

## Celebrated their artists and members

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## Other partnerships

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## Maintain site performance.

### Ensuring sites are performing well and secure for the future.

AudioCulture was available to the public for 99.98% of the time.

NZ On Screen was available to the public for 99.93% of the time.

#### Overview of the year

NZ On Screen's Search function had an extensive refinement and update to improve the search results presented. This work resulted in more appropriate results being returned, better understanding of partial searches and suggestions for misspelt words, all of which has improved the user experience.

AudioCulture saw improvements to the Special Content workflow by providing the ability to add, rename and delete new 'categories,' along with other refinements and enhancements across the site following the recent redesign.

Alongside these major improvements, regular maintenance, bug fixes, security updates, Rails framework upgrades and disk space upgrades that the sites use were completed.

#### NZ On Screen 2021/22 highlights

- Improvements to search functionality
- Security improvements to restricting embed domains
- Consolidation of categories and genres in CMS
- Cookie tracking consent
- Aspect ratio enhancements and minimising clip selection on video player
- Creation of manuals and lightweight dashboards within Google Analytics to assist with regular reporting to allow for easier access to meaningful and useful analytics
- Security improvements to CMS/BDE log-ins

#### AudioCulture 2021/22 highlights

- Released the redesign of AudioCulture's website
- Special Content – ability to add, delete and rename categories in CMS, tiles sized and images cropped consistently
- Related profile pages being displayed more prominently
- Implementation of show/hide chapters
- Enhancements to the Music Index displaying 'The'
- Cookie tracking consent



Top Town

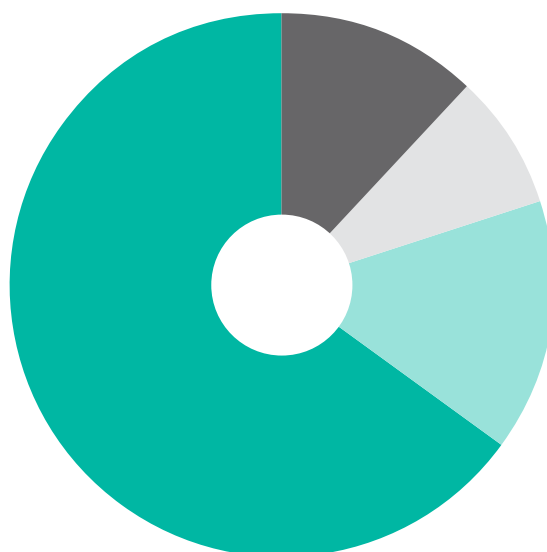


## Statement of Financial Performance 2021/2022:

Total Income.....	\$1,661,514
Less Total Expenses.....	\$1,637,233
Surplus for the Year.....	<b>\$24,281</b>

## Expenses 2020/2021:

● Special projects.....	\$244,810
● Technology.....	\$131,381
● Overheads.....	\$196,882
● People and content.....	\$1,064,160
<hr/>	
Total Expenses.....	<b>\$1,637,233</b>





## Our People.

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### 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, law, strategy, screen and music production, technology and administration. They share a commitment to championing our screen and popular music heritage.

**Sarah Bacon (Chair).**

Company Director, Black Bear Limited

**Allanah Kalafatelis.**

Head of Communications, NZ On Air

**Tracey Bridges.**

Company Director, Portchester Consulting

**Damian Vaughan.**

Chief Executive Officer, Recorded Music NZ

**David Wright.**

Consultant

**JP Tocker.**

Associate Director - Consulting, Deloitte

**Julia Parnell.**

Producer/Director, Notable Pictures

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Accountant - **Darvill Mellors & Co**

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 a deep respect for New Zealand's content creators and musicians.

**Stephanie Hopkins**, Executive Director.

Stephanie manages, on behalf of the Digital Media Trust, both sites.

**Leanda Borrett**.

Marketing and Publicity Manager for both sites.

In addition to those listed, both sites continue to be enriched by the expertise of freelance music and screen history writers.

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### NZ On Screen

Content Director – **Kathryn Quirk**

Site Editor – **Ian Pryor**

Rights Executive – **David Riley**

Sourcing Executive/Writer – **Imogen Porter**

Video Editor – **Morgan Hopkins**

Writer – **Rosie Howells**

### AudioCulture

Content Director – **Chris Bourke**

Site Editor – **Steven Shaw**

Publicist – **Renee Jones**

Consulting Editor, Founder – **Simon Grigg**

Consultant – **Chris Caddick**

Editorial Assistant – **Gareth Shute**



AudioCulture User Feedback.

Graeme Hill  
Today FM

"AudioCulture is a fantastic repository of New Zealand music history – I read it all the time."



Anna Coddington

NZ On Screen User Feedback.

Kate Prior  
Twitter

“.....I probs say it every six months but honestly we're so lucky to have the cultural memory bank of @nzonscreen”



## Digital Media Trust.

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