

27 August 2014

Will Tripe
Mediaworks TV Limited
Private Bag 92 624
Symonds Street
AUCKLAND 1150

Dear Will,

The X Factor 2 NZ Production Funding Agreement

Enclosed are two copies of the agreement for *The X Factor 2 NZ*.

Please note that this contract has the same unique clauses we used in *The X Factor Series 1* contract.

Please ensure that the agreements are signed and witnessed and returned to me. Once NZ On Air has signed, we will date the agreement and return one copy to you for your records.

Feel free to contact me if you have any queries.

Kind regards

Benedict Reid
Television Contracts Executive
benedict@nzonair.govt.nz

Benedict Reid

From: Benedict Reid
Sent: Monday, 11 August 2014 3:38 p.m.
To: [REDACTED]
Subject: RE: Contract Initiation
Attachments: XNZOAcredits.docx

Hi [REDACTED]
A few X-factor questions.
We'd prefer a few more drawdown steps.
Would this work for you?

Conditions		
Chain of title	On execution of this Agreement, provided the condition in clause 2.3 of Schedule 1 has been satisfied:	\$100,000
Other funding agreements, Producer's report, Cost report	On first day of pre-production, provided the condition in clause 2.4 (a) of Schedule 1 has been satisfied:	\$100,000
Abnormal hazards report, Producer's report, Cost report	On first day of principal photography, provided the condition in clause 2.4 (b) of Schedule 1 has been satisfied:	\$100,000
Producer's report, Cost report	On transmission of episodes 1 to 8:	\$100,000
Producer's report, Cost report	On transmission of episodes 9 to 16:	\$100,000
Producer's report, Cost report	On transmission of episodes 17 to 24:	\$100,000
Confirmation of transmission and delivery to NZ On Air of publicity materials	On full transmission of the Programme:	\$100,000
Final Cost Report and Producers Report, DVD	On delivery of: <ul style="list-style-type: none">a final cost report pursuant to clause 11.6 of Schedule 1;a DVD of the Programme to NZ On Air pursuant to clause 8.1(i) of Schedule 1:	\$100,000
	Total NZ On Air Funding	\$800,000

Also, regarding transmission date: Does this work for

you?

Means 1 episode by 30 April 2015 and a further 31 episodes intermittently until the Programme is fully transmitted by 31 July 2015.

And finally, last year we had a special schedule in the contract defining our on-screen acknowledgement. Can we use the same schedule this year? I've attached it to this email.

Kind Regards
Benedict

All agreed by phone 25/8/14
Sent to Will



Benedict Reid
Television Contracts Executive
NZ On Air | Irirangi Te Motu

www.nzonair.govt.nz
[Facebook](#) [Twitter](#)

From: [REDACTED]
Sent: Thursday, 31 July 2014 5:34 p.m.
To: Benedict Reid
Subject: Contract Initiation

Hi Benedict,
Please find attached the contract initiation and budget for The X Factor NZ 2.

In terms of the drawdown, our preference would be to have these at the following points in production:
Contract Initiation
Start of production – Nov 26th
Two during production (Boot Camp, Jan 12, and retreats early Feb)
And a final one at the end of the series

Let me know if you think that's possible. And of course if you have any questions just let me know.

Cheers,

[REDACTED] **MEDIAWORKS TV** | MEDIAWORKS.CO.NZ

Phone: +64 [REDACTED] | 2 Power Street, Event Terrace 102 | Private Bag 92824, Symonds St | 1150 | 03.co.nz

Attention:

The information contained in this message and/or attachments is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender, and delete the material from any system and destroy any copies.

This e-mail has been virus scanned and cleared by the MediaWorks IT Department.

Thank you



Television Production Funding

Contract Initiation Form for Producer / Broadcasters

Please note: NZ On Air will begin drafting your funding contract once we receive both this form **and** completed necessary attachments from you. We aim to have a draft contract back to you within 2 working weeks of receiving this information from you

Full Legal Name of your Company:

MediaWorks TV Limited

Location of Company's Registered Office (City Only):

Auckland

Programme Details

Programme Title	The X Factor NZ 2
Programme Genre	Arts/Culture
Number of Episodes	32
Duration of Episodes	Various durations
Delivery Medium:	HD
Transmission Date/s	TBC

Key Personnel

(Our consent will be required to change these personnel)

Executive Producer	JOHN MCDONALD, ANDREW SZUSTERMAN
Series Producer(s)	HAYLEY CUNNINGHAM
Director(s)	tbc

Rights Details

Broadcaster	MEDIAWORKS TV
Broadcast Channel	TV3
Broadcast Timeslot	Peak

Contact Details	
Physical Address	3 Flower Street, Eden Terrace, Auckland
Postal Address	Private Bag 92624 Symonds St, Auckland, 1150
Email	[REDACTED]
Phone (landline & mobile)	[REDACTED]
Fax	[REDACTED]
Attention	[REDACTED]
Production Bank Account number:	[REDACTED]

Budget & Funding Details		
Budgeted Costs	Budgeted Cash Costs	\$ [REDACTED]
	Budgeted Non-Cash Costs	\$ [REDACTED]
	Total Budgeted Costs	\$ [REDACTED]
Funding	NZ On Air Development Funding (if applicable)	
	NZ On Air Production Funding	
	Total NZ On Air Funding	\$800,000.00
	Producers Funding	\$ [REDACTED]
	Third Party Funding (Specify funders)	
	Total Funding	\$ [REDACTED]

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Necessary Attachments:

Drawdown Schedule.

NZ On Air has default drawdowns for different types of productions. These are set out in our Drawdown Policy.

As you are the Broadcaster as well as the Producer, where offline approval is specified in the drawdown policy, you would replace this with "transmission". If this default position is not suitable for your production please provide a preferred drawdown schedule. Note that your drawdowns should be tied to production events (e.g. offline) rather than dates. 5% should be reserved for payment on transmission and another 5% for delivery of final reports and a DVD copy to us.

Please note that no funds will be released until satisfactory documentation has been completed.

Production Schedule (Please specify preproduction, shoot, offline & transmission dates).

Pre Production: 4th August 2014

Production: 26th November 2014

Post Production: 26th November 2014

TX to be confirmed

Expected Wrap: June 2015

Production Budget.

Important: Please specify highlight items that will/ may be internal or Related Party Cost items.

By Related Party Costs we mean any payment to the Applicant; any shareholder, director, or employee of the Applicant; any near relative of a shareholder or director of the Applicant; and any entity in which any director, shareholder or near relative has a financial interest, or any payment for the producers internal costs, such as an edit suite, camera's etc. The Producer is not to increase the rate for Related Party Costs highlighted in the Production Budget without the written consent of NZ On Air.

Net Income Shares: Our standard terms for net income shares are 75% in favor of the Producer, unless the project involves significant third party equity investment.



31 July 2014

Mark Caulton
Director of Programming
Mediaworks TV
Private Bag 92624
Symonds Street
AUCKLAND 1150

Email: [REDACTED]
Cc: [REDACTED]

STRICTLY CONFIDENTIAL

Dear Mark,

NZ On Air July Funding Decisions

We have considered the applications supported by Mediaworks TV and have made the following decisions:

GENERAL FUND

Genre	Title	Format	Peak/ Off-peak	NZ On Air Funding (ex GST)	Licence Fee (ex GST)	Additional Information
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Arts/Culture	<i>X Factor NZ 2</i>	32 x various	Peak	\$800,000	\$ [REDACTED]	Yes
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Additional Information:

X Factor NZ 2 – as previously advised NZ On Air’s policy is to cap support for entertainment series of this type at two seasons. This is the last funding support that will be offered to *X Factor NZ*.

DEVELOPMENT FUND

[REDACTED]

Additional Information:

[REDACTED]

These funding offers are subject to our receipt of written confirmation that the full production budgets have been raised and the execution of Production Funding Agreements by **31 October 2014**.

For the Mediaworks TV internal productions you **must complete and return a Contract Initiation Form** to initiate the drafting of the Production Funding Agreement. We also require a copy of your production budget with Internal and Related Party costs highlighted. Please download the Contract Initiation Form from our website.

As advised in our Digital Strategy it is our expectation that all NZ On Air funded programmes will play on two screens i.e. initially on free-to-air television with subsequent free access via your on-demand website.

Thank you for giving us the opportunity to support these programmes. We ask you to keep this advice confidential until we have published these decisions.

Warm regards,



Jane Wrightson
CHIEF EXECUTIVE

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Referred to the Board



For Consideration By	The Board	Meeting Date	2014-07
Activity	TV PRODUCTION	Genre	ARTS/CULTURE (Entertainment)
Name of Proposal	X FACTOR NZ 2	Format	41 x 1 hour (32 episodes - a variety of episode durations)
Production Co.	MediaWorks TV	Timeslot	7:30pm various days
Broadcaster	Mediaworks TV	Channel	TV3
External Assessment	None	Supplementary Material	None
Conflict Of Interest	None		

Synopsis

Hosted by Dominic Bowden, the second series of *The X Factor NZ* will see contestants vying for a prize to kickstart their music career. The competition is open to singers aged 14 and up, either solo performers or groups.

	Funding Requested				Funding Recommended For Approval			
	NZ On Air	Broadcaster	Other	Total	NZ On Air	Broadcaster	Other	Total
Licence Fee								
Equity	800,000				800,000			
Other								
Total	800,000				800,000			

Comparable Programmes Previously Funded							
Programme	Duration	Eps	Year	Broadcaster	NZOA Cost Per Hour	Broadcaster Cost Per Hour	Total Cost Per Hour
NEW ZEALAND'S GOT TALENT	60	14	2011/12	TV One	114,286		
X FACTOR NZ	60	30	2012/13	TV3	53,333		
7 DAYS 2013	30	32	2012/13	TV3	58,737		
NEW ZEALAND'S GOT TALENT 2	60	16.5	2012/13	TV One	52,727		
X FACTOR NZ 2	60	41	2013/2014	TV3	19,512		

Broadcasting Act – Identity And Culture Assessment

S36 (1)	(a) Is NZ identity & culture reflected and/or developed by:	(i) Promoting NZ and NZ interests?				
		(ii) Promoting Maori language & culture?				
		If yes above, is our Rautaki Maori criteria met?				
	(c) Are the interests of the following groups provided for?	Women		Youth	In part	
		Persons with disabilities		Minorities in the community including ethnic minorities		
	(ca) Are the diverse religious & ethical beliefs of New Zealanders reflected?					
S37	(b)(i) Will programme promote a sustained commitment by broadcasters to reflect NZ identity & culture?					
	(c) Will the programme contribute to reasonable provision of drama or documentary programmes?					

Broadcasting Act – Value For Money

S39	(a) Should (more) third party funding be sought?	
	(a) Compared to other similar programmes the broadcaster contribution is.....	
	(b) Is the potential audience size reasonable compared to our proposed funding level?	
	(d) (i) Will the programme help us achieve more than one of our S36 categories?	
	(d) (ii) Will the programme contribute to a balanced range/varied interests?	
Compared to other similar programmes the cost per episode to NZ On Air is.....		

Value/Cost Assessment	
Value (low, medium, high)	Cost
Strategic priority	Estimated 5+ rating (% of 4,131,814)
Appropriate quality	NZ On Air Cost per hour
Originality of concept	Estimated Cost per viewer
Broadcasting Act relevance	Comparative cost (low, medium, high)

Ratings (if applicable)			05+		18-49		25-54	
			AUD	AUD %	AUD	AUD %	AUD	AUD %
<i>NZ's Got Talent</i>	TV One	7.30pm Sundays	872,152	21.32%	295,530	16.53%	322,865	18.20%
<i>X Factor</i>	TV3	7.00pm Sundays & 8.00pm Mondays	418,114	10.14%	210,941	11.05%	207,456	11.34%
<i>NZ's Got Talent 2</i>	TV One	7.30pm Sundays	667,301	16.19%	182,926	9.60%	205,867	11.25%

General Assessment

X Factor New Zealand is a 41 x 1 hour (over 32 episodes) series based on an international singing competition format that has been extremely successful worldwide. NZ On Air funded series one of *X Factor* in August 2012.

The format will remain the same as the first season with contestants separated into four categories; Girls 25 years and under, Boys 25 years and under, Over 25 years and Groups (no age criteria). Dominic Bowden is expected to return as host although it is likely Daniel Bedingfield and possibly Ruby Frost, will be replaced as judges.

The number of episodes for the new season will increase from 28 to 32, with an additional episode per week for the first four weeks. This will result in there being two extra auditions episodes, one extra Boot Camp episode and one extra Judge's Retreat episode.

This new season will bring two additional programmes to support the primary series of *X Factor*. *The Xtra Factor* will be a live half-hour show broadcasting on FOUR immediately following each live show of *X Factor*. This programme will discuss and analyze that night's performances, Judge's remarks and reactions to eliminations. The second additional programme, *X Factor Raw*, will screen online, uploaded five nights per week during the live show phase of the competition. *X Factor Raw* aims to provide extra content for dedicated fans of the competition, with footage of non-show days as contestants discuss and practice the upcoming performances with their judge-mentors.

As with the first season MediaWorks is happy to work with NZ On Air to make appropriate onscreen promotions to credit our support of local television and music production.

This application is for a minority contribution of \$800K in line with the advice we provided MediaWorks regarding the level of commitment we would consider for a second series, if supported. Overall the total budget has increased in line with the additional programme content that is being produced. As with series one the production budget will largely be underwritten by commercial sponsorships from companies like Ford, Samsung, McDonalds and Coke.

NZ On Air supported two series of *NZ's Got Talent* for TV One in December 2011 (\$1.6m) and August 2013 (\$800K).

Local entertainment shows like *NZ's Got Talent* and *X Factor* have provided the opportunity for talented New Zealanders to showcase their skills and perform for the nation. The after-show success of the first series finalists of *X Factor* proves the level of talent is high. Winner Jackie Thomas and 3rd placed Benny Tipene released singles that charted well in New Zealand and overseas. Second place getter Whenua Patuwai has also released a single that charted at #3 and he has recently released his Soul Sessions album.

Staff Opinion

The principal considerations in assessing this application are;



Staff believe the application for a second series of *X Factor* still meets our criteria for support of entertainment programmes and on balance, should be supported for one further season. Funding is recommended.

Recommendation	Approve	NZ On Air Funding Recommended	800,000
Subject To			

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Television Funding

Broadcaster Commitment Form

Application Board Meeting: JULY 2014

Programme Title: THE X FACTOR NZ

Funding Type (Development, Production or Platinum Fund): PRODUCTION

Programme Genre: Arts/Culture

Name of Production Company: MEDIAWORKS

Format - number and duration of episodes:
(44'00" being 1 commercial hour): 41 hours over 32 episodes (variety of episode durations)

Broadcaster & Channel: MEDIAWORKS - TV3

Proposed Time Slot: 1930, VARIOUS DAYS

Proposed Broadcast Date (if known): Tbc

Target Audience Demographic (required): 25-54

Target TARP for the Above Demographic (required): 12.0

Proposed FTA Broadcast Rights (required): [REDACTED]

Pay/Video On Demand/Mobile/Other Rights (please specify): [REDACTED]

Previous Funding received from NZ On Air (Development and/or production):

Funding requested from NZ On Air: \$800,000.00

Previous Funding received from Broadcaster (Development and/or production):

Broadcaster Licence Fee: \$ [REDACTED]

Broadcaster Equity:

Third Party Funding:

TOTAL BUDGET: \$ [REDACTED]

I confirm that the budget been assessed and is appropriate, and confirm support for this application (executive name): JOHN MCDONALD

Additional Comments:

We're excited to seek NZ On Air's support for a second series of The X Factor NZ.

We believe that one or two of these large format series each year are vitally important to our programme schedule, but at this magnitude we can't do it without support from commercial partners and NZ On Air. Making it 'in-house' reduces costs and avoids a production overhead, and we're grateful for NZ On Air's commitment to a successful Series 1.

We believe Series 2 will once again attract a wide audience and foster talent both in front of and behind the cameras. MediaWorks commits significant resource across its many departments for a project the size of The X Factor NZ; it is truly a programme that transcends a single platform and we are confident that we can once again put to air a series that will have the audience engaged and talking.

As outlined in the proposal, we are happy to continue to find opportunities for the promotion of NZ On Air's key messages as per series 1.

We look forward to your continuing support.

Please email this commitment form to tv@nzonair.govt.nz before the Application Deadline stated on our [funding calendar](#). Information received after the 5pm deadline may not be considered.

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Television Production Funding
Application Form for Producers

Application Board Meeting:	JULY 2014
Programme Title:	THE X FACTOR NZ
Programme Genre:	Entertainment
Name of Production Company:	MEDIAWORKS
Postal Address of Production Company:	Private Bag 92624, Symonds St, FRU
Preferred contact phone:	[REDACTED]
Preferred contact email:	[REDACTED]
Producer(s):	John McDonald, Andrew Szusterman
Director(s):	Mitchell Hawkes
Writer/ Researcher/Other Key Personnel:	
Format - number and duration of episodes: (44'00" being 1 commercial hour):	41 hours over 32 episodes (variety of episode durations)
Broadcaster & Channel:	MEDIAWORKS, TV3
Proposed Time Slot:	1930
Proposed Free To Air Broadcast Rights (required):	[REDACTED]
Pay/Video On Demand/Mobile/Other Rights (please specify):	[REDACTED]
Estimated Completion Date:	2015
Links to supporting audiovisual material (if applicable):	
Brief Programme Synopsis (2-3 sentences):	Hosted by Dominic Bowden, with a four-strong judging panel of top NZ and international singers, <i>The X Factor NZ</i> series 2 follows on from the hugely successful first series of the global television phenomenon format. Vying for a prize to kickstart their music career, <i>The X Factor NZ</i> is open to singers aged 14 and up, either solo performers or groups. The series follows the contestants from their auditions and bootcamp experiences, then the intensive judges' retreats to the live shows and for the top few, all the way to the grand finale.
Previous Funding received from NZ On Air for this application (Development and/or Production):	
Funding requested from NZ On Air for this application:	\$800,000.00
Previous Funding received from Broadcaster for this application (Development and/or Production):	
Broadcaster Licence Fee/Equity (please specify):	\$ [REDACTED]
Third Party Funding (please specify):	
TOTAL BUDGET:	\$ [REDACTED]

Please round to the nearest dollar

Clear explanation of the Content / Treatment (1 page maximum, can be copied from proposal):
Following on from the massive success of series 1, *The X Factor NZ* series 2 will once again showcase the country's best untapped talent, and give at least one a start to a promising music career.

With a tough panel of judges made up of some of New Zealand's top musicians and an international recording artist, the finalists will be mentored and coached through each phase of the show with one contestant being eliminated each week by public vote. It's a show that not only pitches the talent against each other, but pitches the judges against each other – they also have a stake in finding one act with the X factor.

Brief explanation of how the programme helps NZ On Air achieve its strategic objectives

(www.nzonair.govt.nz/TV/TVStrategy.aspx) and the requirements of the Broadcasting Act (1 page maximum, can be copied from proposal):

The X Factor NZ seeks out the best of New Zealand's singing talent – from all over the country. Series 1 featured a diverse group of performers from all walks of life; *The X Factor NZ* shows a real representation of contemporary Aotearoa to viewers.

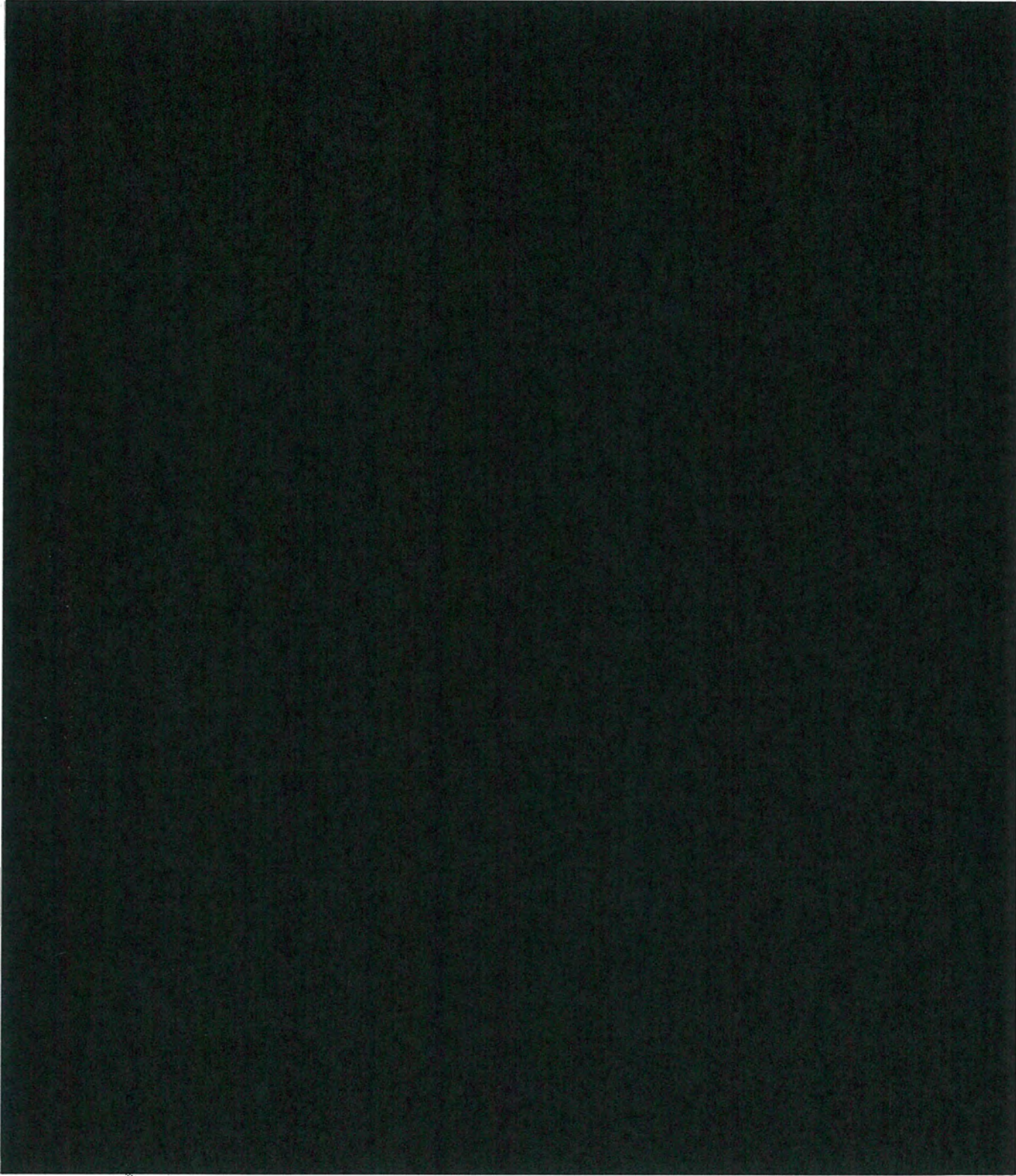
Utilising MediaWorks highly successful integration teams, collaboration between the broadcaster/producer, sponsors and NZOA ensures that the production is funded with the highest of production values.

NZOA's contribution is cost effective and gives multiple opportunities to send a clear message to a wide, engaged audience about the value of NZ music on screen, on the airwaves and online.

MediaWorks can offer what few others can – a true multiplatform television event, utilising not only the free to air broadcast on television, but online viewing on multiple devices, a fully formed social media strategy, as well as coverage across the MediaWorks radio family.

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Budget



REL



THE X FACTOR NZ
SERIES 2
PRODUCTION FUNDING APPLICATION TO NZ ON AIR facebook.com
JULY 2014



mediaworks
TV | RADIO | INTERACTIVE





In 2013, with support from New Zealand on Air, MediaWorks made a local version of the popular singing competition format 'The X Factor'. Thirty seven hours over 28 episodes; this was by far the biggest in-house production MediaWorks had ever undertaken and outcomes for the network were overwhelmingly positive.

The X Factor NZ generated a vast amount of talk, strong ratings, and new stars of the local music industry. Winner Jackie Thomas was just one of four top-selling New Zealand X Factor performers and 3rd-placed Benny Tipene is on the verge of charting in Australia and Germany with his 3rd New Zealand number 1 single.



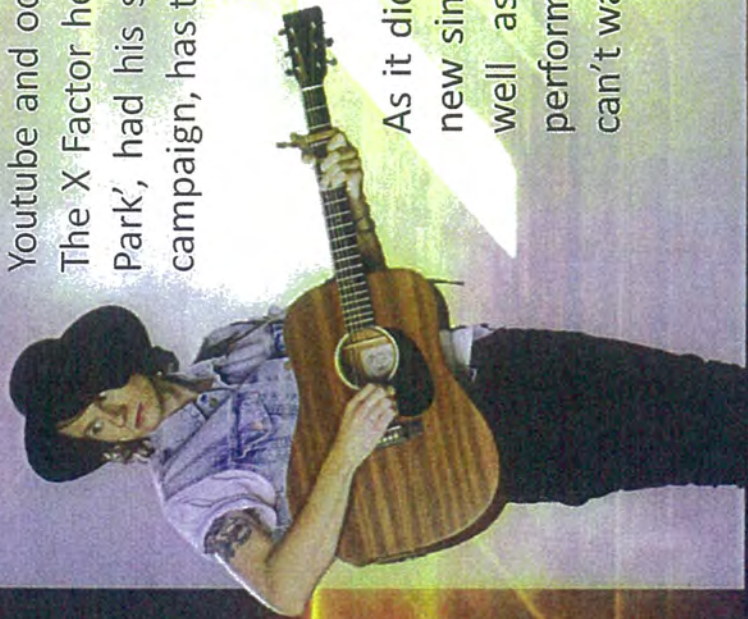
In 2015, MediaWorks intends to make a second series of The X Factor NZ with 41 hours of talented kiwis on screen over 32 episodes.





As television viewership continues to fragment, 'event' television becomes increasingly important for creating those must-see moments and maintaining critical mass for a network. **The X Factor gives ordinary Kiwi performers** the chance to demonstrate their ability on a high-quality stage with great sound, light and imagery, becoming part of a **global phenomenon** where anything is still possible; recognition and fame are an achievable dream and lives can change. **Just ask Benny!**

In early 2013 he was a struggling part-time singer-songwriter, with a few clips on Youtube and occasional gigs in his hometown Palmerston North. Since appearing on The X Factor he has performed at 'Rhythm & Vines', 'Homegrown', 'Christmas in the Park', had his second single selected by Coke as the theme song for their summer campaign, has toured extensively, gone platinum with 3 singles and released an EP.



As it did in 2013, we expect The X Factor NZ Series 2 to expose wonderful new singing talent, become appointment viewing for tens of thousands, as well as providing exciting work for a sizeable number of suppliers, performers, musicians and freelance television production workers. We can't wait to get started again!



RECAP – SERIES 1

The X Factor NZ Series 1 ran on TV3 from mid-April to late July 2013. Two episodes were broadcast each week over 14 weeks for a total of 37 hours of programming. Our series followed the international format guide, with an initial 300 acts reduced to 120 after Auditions, 24 after Boot Camp and 12 finalists selected at Judge's Retreats.

A 13th finalist was added as a Wild Card and after 10 weeks of Live Performance and Results shows, Jackie Thomas was crowned the winner. Public voting determined the elimination order, with both text voting and free voting via Facebook proving popular.

Our 4 Judges were Stan Walker, Ruby Frost, Daniel Bedingfield and Melanie Blatt. Easily the most unorthodox of them was Bedingfield, but his controversial decision to bring Jackie Thomas back into the competition after she'd been eliminated at Boot Camp proved inspired.

Our Results shows became a great platform for established Kiwi performers, and all of them generated increased profile and a rise in iTunes sales after appearing. Performers included Dane Rumble, Jamie McDell, Annabel Fay, Ginny Blackmore, Joseph & Maia, Drew Neemia, and the Aotearoa All-Stars.





A RATINGS SUCCESS STORY!

The X Factor NZ was a massive success with the audience and for TV3!

The X Factor NZ was in the top 20 shows on free to air channels in both 25-54 and 18-49 every week that it was on air. It was also in the top ten shows, ten out of 14 weeks for 25-54 and 11 out of 14 weeks for 18-49.

In 2013, X Factor NZ was ranked 21st for all shows on free to air channels in 25-54 and ranked 17th overall for 18-49.

It was the 2nd highest rating TV3 show in 2013 (after The Block NZ) for 25-54. For 18-49, it was ranked 3rd after the The Block NZ and The Block NZ unlocked.

Further details on ratings can be found on the following pages.

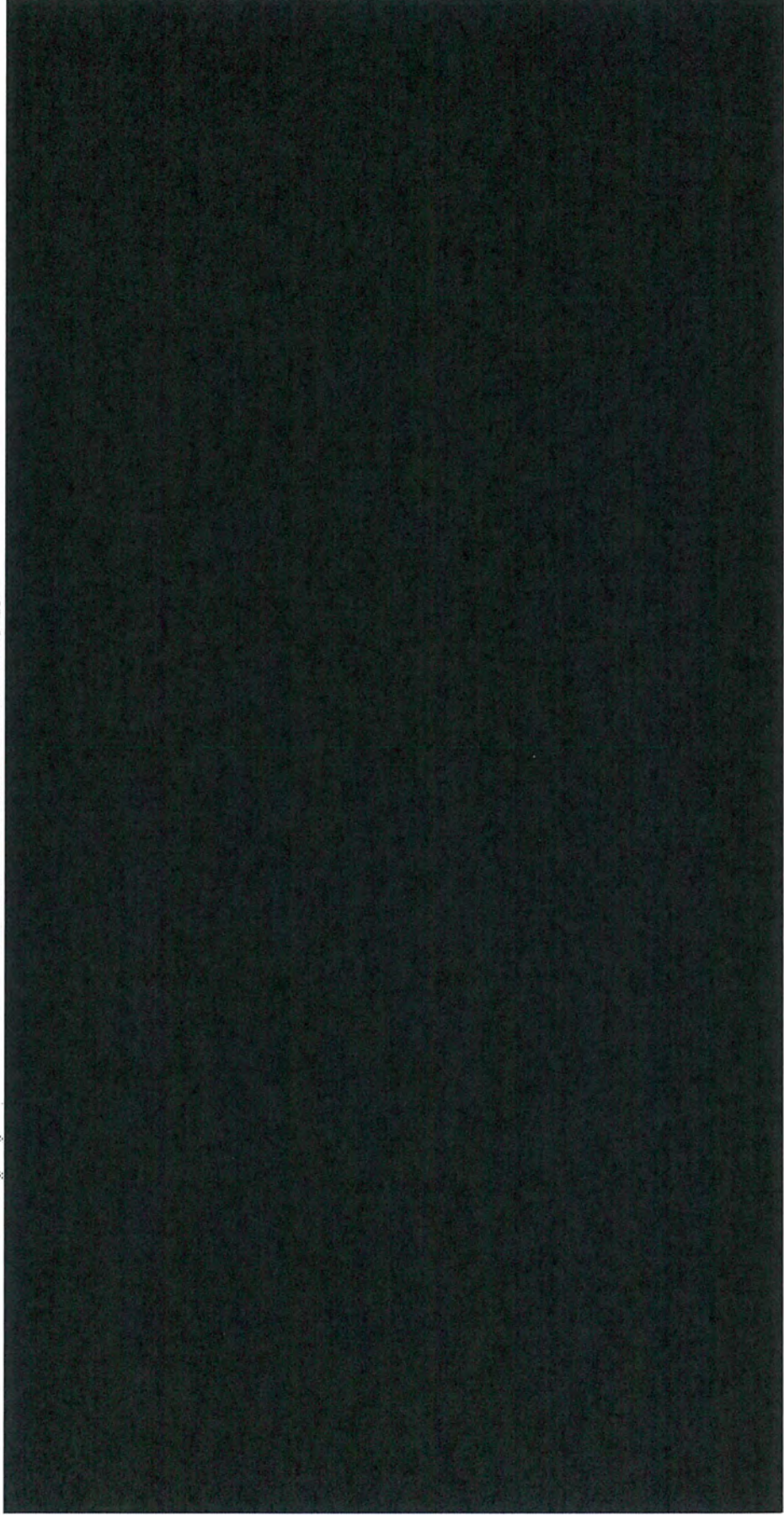




The X Factor came for All 5+ over the series was [REDACTED] people or [REDACTED] of the total population.

CUMULATIVE REACH (000)

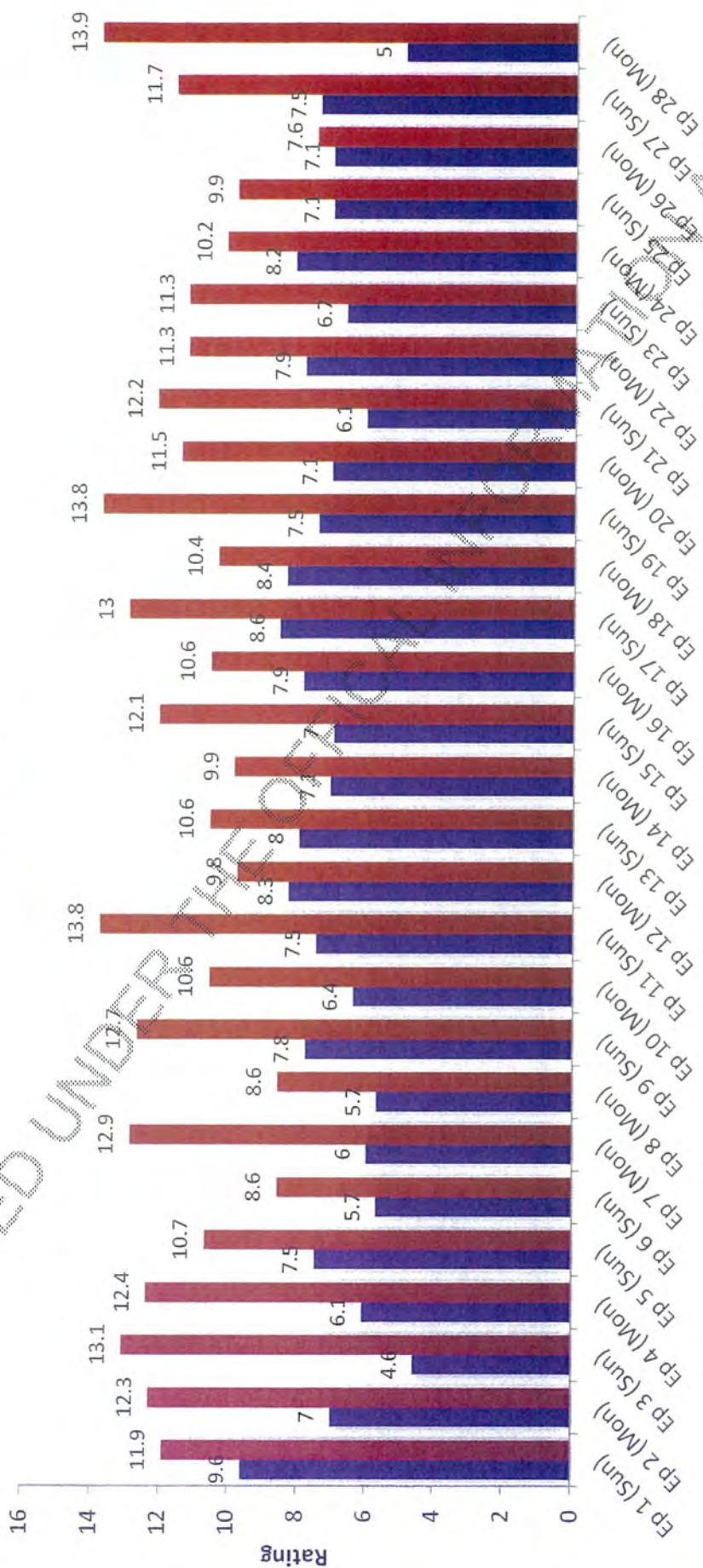
■ 25-54 ■ 18-39 ■ 18-49 ■ 15-29



RATING SUMMARY – THE X FACTOR NZ (AP 25-54)

The X Factor 25-54 YOY Comparison
Sunday 19:00 – 20:30, Monday 20:00 – 21:00
TV3

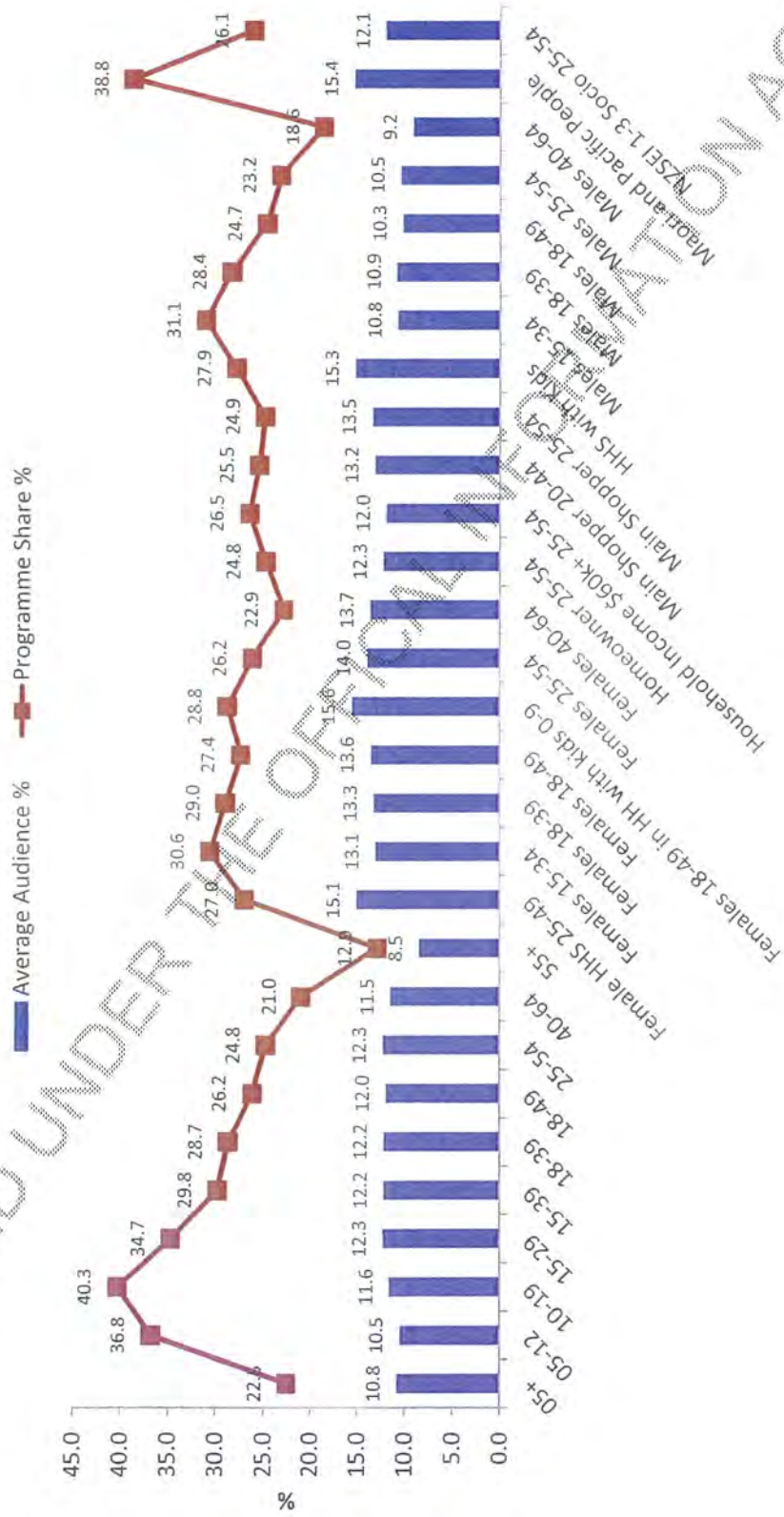
■ 2012 ■ 2013



Source: Nielsen TAM 22/04/2012 – 22/07/2013

Series 1 rated well in all of TV3's key demographics, and was particularly well received in younger demos, and Maori/Pacific

The X Factor New Zealand - 2013



Source: Nielsen TAM

THE X FACTOR NZ ONLINE - AT A GLANCE

- Full Episode Streams On Demand
- Short Clip Streams
- Page Impressions
- Votes in the Final Episode
- Facebook Fans (and counting)
- The Facebook page reached [redacted] people organically in 1 week
- #Xfactornz consistently trended in NZ on Twitter, and trended globally a few times
- Xfactornz Instagram gained [redacted] without any promotion

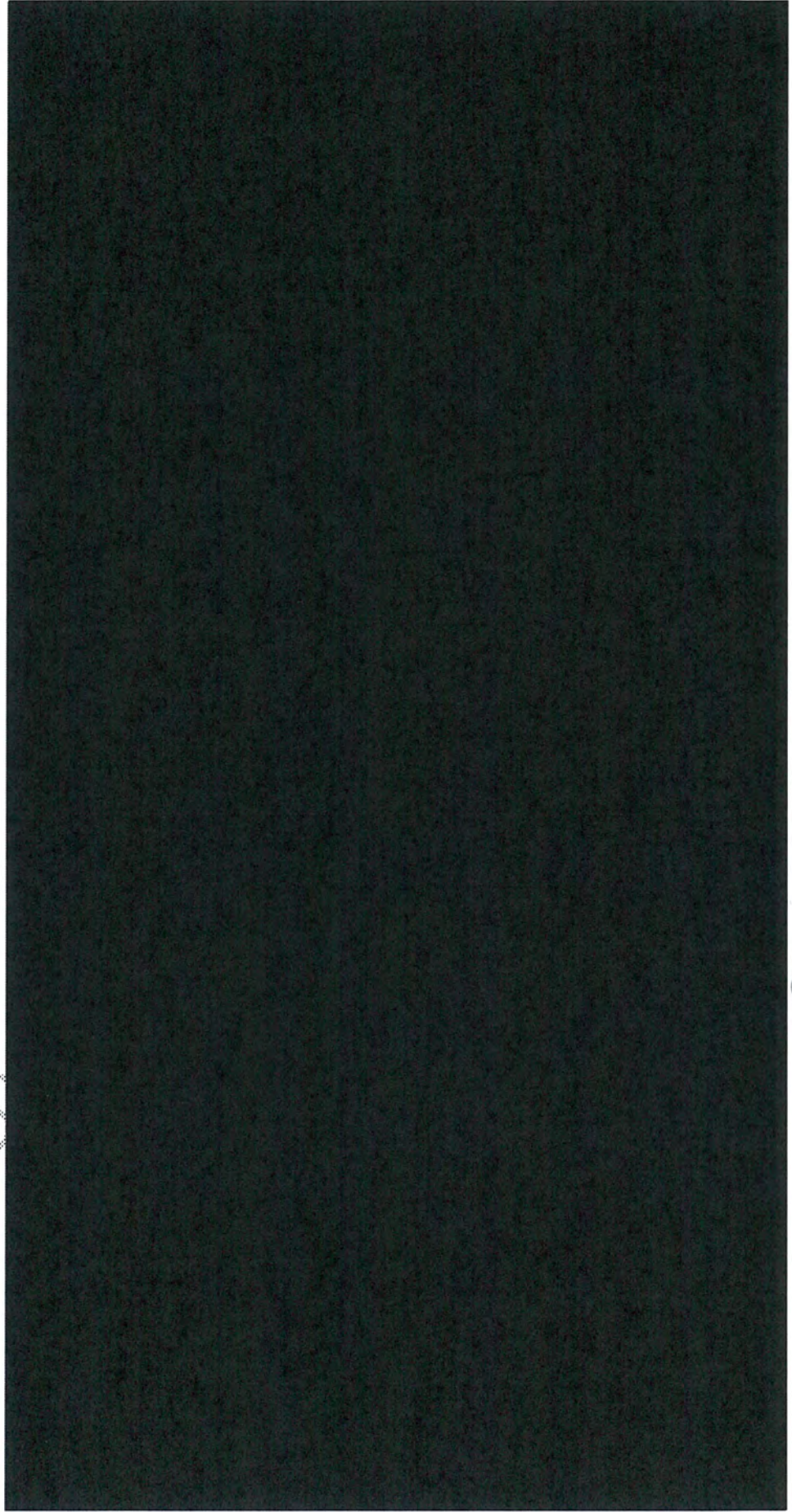
#XFACTORNZ 141K

#NZGT 12K

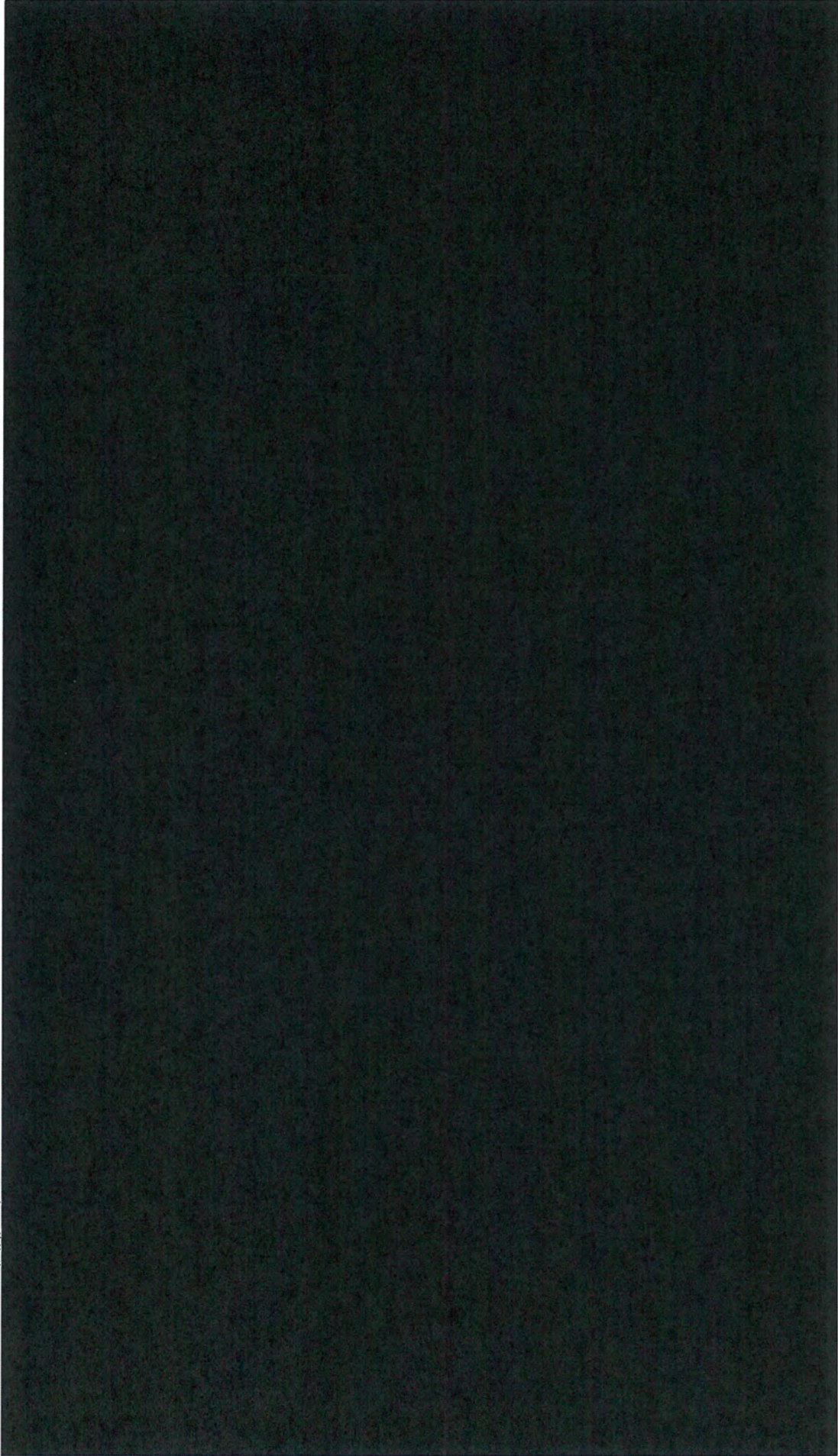


VOD – another success story!

THE X FACTOR NZ WEEKLY ON DEMAND FIGURES



THE X FACTOR NZ WEEKLY FANZONE ACHIEVED [REDACTED] PAGE IMPRESSIONS



WE'RE ENGAGED

IDO

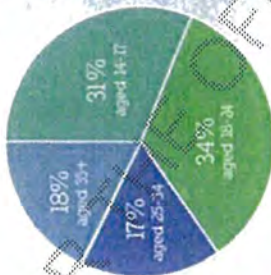
like to engage more places, more than ever!

Mediaworks Interactive audiences say

SOCIAL STATS



our fans on facebook



- gave us **10,000** more likes on the opening night
- 122,000** of them left comments on our page in the opening week
- 70,000** of them left messages on our page in the opening week
- 70,000** of them hit our Facebook page on Wednesday night

the page reached **700,000 people** organically in one week

with over 190,000 interactions



the chicken man status reactions

Reached **231,000** people at least once
45,000 people interacted with the status
9,900 likes / **1,600** shares / **890** comments

the finale instant reactions

22,432 on Benny's elimination
36,912 on Jackie's win
— and still counting!

#xfactornz

More often than trending in NZ on Twitter and has trended globally a few times. The morning after finale, trending topics #xfactornz, Guy Sebastian, #teamlackie, Benny and #TeamWhenua are all The X Factor related!



Instagram
10,000 Instagram followers



Google Hangouts
 Attracted thousands to watch live video hangouts with contestants



Live Web & Video Chats
 Thousands of fans use their social media accounts to connect with contestants



Second screening & live TV companion
 We have a social media team creating content as the show goes to air. This results in a unique live TV experience where fans can interact with our contestants and go behind-the-scenes in real time. All of our online platforms are updated in sync with what is on-air, as well as giving exclusive insights and enabling fans to talk to each other about the show



User Generated Content
 Some of the best social media content isn't created by people who work on the show! We love to feature user-generated content in our social channels – celebrating our fans and sharing their creations with the show and beyond!

48 years worth of that's **417,859** hours!
ON DEMAND watched.

the finale Vote numbers



mediaworks Leaders in understanding and executing Social media. We connect your messages in ways others can't.

SERIES ONE MUSIC SUCCESS STORIES

The top 3 have all had success with major radio and TV airplay for their singles. It is believed that NZ is the first territory in the world to have the Top 3 finalists in the #1, 2 and 3 positions on the national chart.



Our finalist and winner Jackie Thomas released her first single moments after being crowned via Sony Music. 'It's Worth It' debuted at #1 on the Official New Zealand Music Chart, went gold in the first week and platinum in week 3. Her album 'Jackie Thomas' also debuted at #1 on the NZ chart and went gold. She is currently working on a second album, to be released shortly.

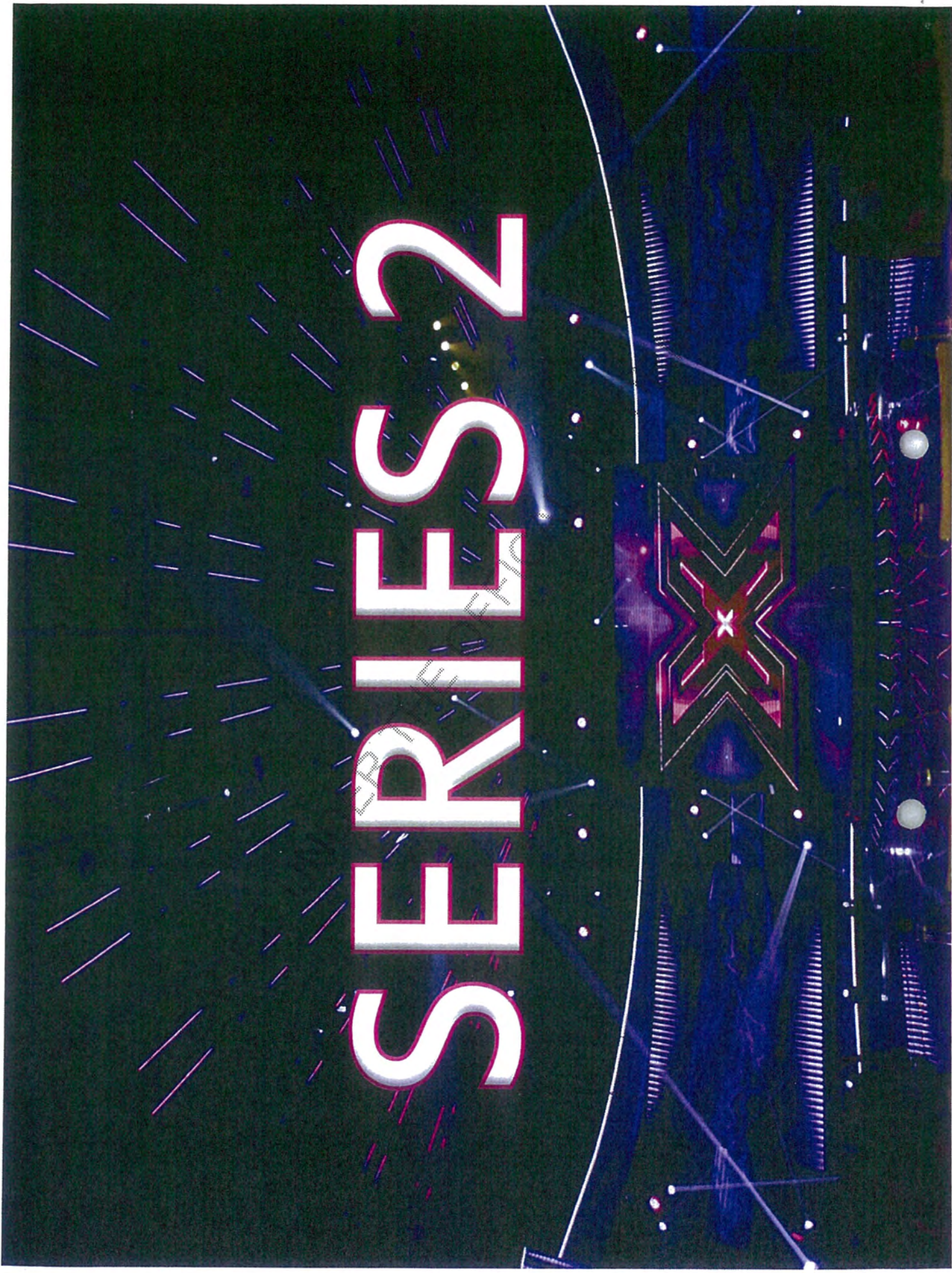


Second place getter Whenua Patuwai released his single via Sony and again charted #3 on the national chart. His first album Whenua Patuwai - Soul Sessions will be released on June 27th and he toured with Stan Walker in late 2013.



Benny's first single 'Walking on Water' debuted at #2 on the chart & went platinum. His next single 'Make You Mine' received \$10,000 from New Zealand on Air's "Making Tracks" scheme for the production of the song and a music video. It went gold and was used in Coca-Cola's "Coke Loves Summer" advertising campaign. He released an EP 'Toulouse' in February 2014 and the single 'Lonely' is currently at #2 on the NZ Music Charts. He has been touring extensively, most recently with Anika Moea.

SERIES 2



SERIES 2 EPISODE
RUNDOWN



AUDITIONS 7 over 6 episodes



BOOT CAM 3.5 hrs over 3 episodes



JUDGES RETREATS 3.5 hrs over 3 episodes



LIVE SHOW & RESULTS SHOW 25 hrs 19 episodes



LIVE FINAL 1x 2 hours





SERIES 2

Having achieved strong overall critical and viewer approval for Series 1, intended changes for Series 2 are generally minor. We expect to retain our host Dominic Bowden, core stages in the format (Auditions, Boot Camp, Retreats, Live Shows) and core categories for singers. (Girls, Boys, Over 25s, Groups).

Producer's Auditions:

Prior to televised auditions, producers and vocal coaches tour New Zealand to find approximately 300 acts to perform in front of the Judges. Our Producer's Auditions in early 2013 were the most comprehensive ever held, touring 28 locations over more than a month. In Series 2 we will reduce the scale of this tour because we are confident the performers will come to us. Our tour will be conducted over 15 days, focussing on larger metropolitan areas only. We believe Series 1 will have given potential contestants enough confidence in The X Factor format and platform to make a greater effort to travel to our auditions. Maximum travel times for most contestants will never exceed 2 hours and based on our experience over 3 seasons of 'New Zealand's Next Top Model' auditions, we know that this is not an impediment to most applicants.



Episodes:

We intend to increase the total number of episodes produced from 28 in Series 1 to 32. We will add an additional episode on-air in each of the first four weeks of broadcast. This means that we will make two extra Auditions episodes, one extra Boot Camp and one extra Judge's Retreats episode. We believe that these early stages of getting to our top 12 finalists for Live shows are rich in content and variety.

Our total broadcast hours on-air will therefore rise from 38 to 41.

Judges:

We expect to replace one or two of our four judges. Other commitments, and a desire to improve our series, mean that Daniel Bedingfield and possibly Ruby Frost will no longer be part of our panel, but we hope to retain Stan Walker and Mel Blatt. Stan is hugely loved by the New Zealand public and Mel brought a level of intelligence and professionalism to the series which was valuable. Mel has recently been performing again with her reunited group All Saints and this fresh experience on stage in front of large UK audiences increases the experience she brings to the panel.





Supporting Programmes: We intend to make two additional programmes to support our primary series. 'The Xtra Factor' will be a live half-hour 'post-game' show broadcasting on FOUR immediately after each Live show. With a separate host and studio set, 'The Xtra Factor' will discuss and dissect the performances and Judge's remarks which just took place in the Live Performance show, or the elimination and emotion that occurred in the Results show, 20 x half-hours.

'X Factor Raw' will be an online-only show, uploaded 5 nights per week during the Live show phase of the competition. Shot and edited largely by a Producer-Editor, Raw will provide extra content for hard-core fans. It will be produced on non-show days, showing what finalists are doing each day between Live shows. Raw will follow them as they discuss song choices with their Judge-Mentors, record their backing tracks, attend choreography classes, vocal coaching, wardrobe or costume selection, and rehearsals.

Song Choices/Themes:

We expect to put increased focus on our weekly themes for the Live Performance shows, and extra emphasis on good song choices. Some of the choices made by contestants and Judges in Series 1 were obscure and vocally dull. Our aim is that the vast majority of songs performed will be familiar to most viewers, so that they can better appreciate the vocal skills of our finalists.





PRODUCTION TIMELINE

August 2014: Establish Production office. Announce the New Zealand version during the X Factor Australia broadcasts on TV3 This will include call to action promotional spots on TV and Radio during the broadcast of the show, backed up with support from MediaWorks radio operation.

Late October 2014: Producer (Non-TV) Auditions in eleven locations throughout New Zealand

Late November 2014: Televised Auditions, in Auckland

Early January 2015: Boot Camp, Auckland or Hamilton

Late Jan-Early Feb 2015: Judge's Home Visits

March-June 2015: Live Performance & Live Results shows





PRODUCTION/POST PRODUCTION

Our production model will be very similar to the one developed for Series 1. We will shoot field stories of colourful and talented contestants using Sony F5 cameras. We will contract the same key suppliers we worked with on Series 1, such as Oceania Lighting and Sound, Oceania LED (screens) and Rollercoaster (set & props). We will re-use set elements constructed for Series 1, record our shows with a High Definition 12-camera OB truck hired from OSB and enlist as many of the freelance crew who worked on Series 1 as possible. We will continue to communicate regularly with members of the Fremantle X Factor Australia and UK senior production team to ensure that we use their knowledge to make another strong series.

Our post-production will once again be based at TV3, with access to the main server, audio finishing, network graphics, and easy access to our source material for our Promo Producers. We will run up to 6 Avid suites, operated by some of New Zealand's top editors, several of whom worked closely with us on Series 1. In keeping with the format our field crews will shoot back-stories around key performers, and our post teams will create packages in every episode.

As a format show, we are naturally expected to adhere to the broad principles and practises of the format we have purchased. Fremantle Australia (notably Cathie Scott, Head of Production) are already working closely with us again to provide support and guidance regarding all aspects of production and content.



KEY PERSONNEL

Executive Producers: John McDonald & Andrew Szusterman
John & Andrew were Executive Producers of The X Factor Series 1 and are excited to capitalise on the experience gained from that series for the next one. John is Head of Internal Production at MediaWorks, responsible for production teams creating series such as '7 Days', 'Jono & Ben at Ten', 'FOUR Live', 'Cadbury Dream Factory' and specials such as 'AotearoHa', 'Comedy Gala', 'Vodafone New Zealand Music Awards' and 'Coca-Cola Christmas in the Park'. Andrew is Group Programme Director of MediaWorks Radio, responsible for the Programme Directors of stations such as The Edge, The Rock, Mai FM, MORE FM and others. He brings a wealth of music knowledge and industry contacts to the production.

Director: Mitchell Hawkes

Mitchell directed Series 1 and we are therefore keen to utilise his experience for Series 2. Mitchell has more than 15 years' multi-camera directing experience, particularly in entertainment television – music and comedy.

Story Producer: Anna Lynch

Anna was our Story Producer in Series 1 and we expect to contract her once again. Anna produced two series of 'New Zealand's Next Top Model' and has been a Producer-Director on numerous other New Zealand series such as 'Neighbourhood', 'The Great Food Race' and 'Dog Patrol'. As Story Producer she takes overall responsibility for our field crews and the bulk of our Edit teams.

Line Producer: Hayley Cunningham

Hayley was our Line Producer on Series 1 and we expect to contract her once again. Hayley recently produced 'Cadbury Dream Factory' for TV3 and has just completed another contract as a segment producer for 'The Amazing Race', a series she has now worked on four times. Hayley brings a great combination of creativity and pragmatic logistical skill to the production.

NEW ZEALAND ON AIR IN THE X FACTOR

In Series 1, New Zealand on Air contributed \$1.6m to our \$█ production budget. Within and around our series we did the following:

- A feature item in one of our Results shows about how NZOA supports New Zealand musicians, featuring Brendan Smyth.
- A 15-second promo featuring NZOA-supported musicians accompanied by a voice-over saying "New Zealand on Air supports (named artists) and The X Factor". This highlighted the connection between NZOA support of The X Factor and existing Kiwi artists. Multiple plays.
- A 15-second promo featuring various NZOA-supported television series playing on TV3 (7 Days, The Almighty Johnsons etc) including The X Factor. This highlighted the support NZOA gives to local programme production.
- NZOA logo (bug) top left corner for 3 seconds at the start of even-numbered parts.

In Series 2, we propose a similar level of activity. We are happy to work with NZ On Air to make and screen promotions which credit NZ On Air appropriately for their support of local television production and local music.

NZ On Air
Irirangi Te Motu





BUDGET

For series 2, we are seeking \$800,000 production funding NZ on Air.

We will collaborate with a family of sponsors as we did in Series 1 (Ford, Samsung, McDonalds, Coke).

We do anticipate increased costs in talent fees.

Please see attached budget for further details.



MOORHOUSE



GAP 5