

26 July 2016

To: Ira Heyder

By email: fy-request-4252-9dd54a65@requests.fyi.org.nz

Dear Ira,

Re: OFFICIAL INFORMATION REQUEST

On 14 July 2016 you emailed the FYI website requesting Tourism New Zealand (TNZ) provide the following information under the Official Information Act: *Budget information detailing how much money was spent on the film production of 'James Cameron in 100% Pure New Zealand'.*

Response to request:

Around NZD 1 million was spent to produce the 90sec commercial and supporting edits for PR and newzealand.com as follows:

Production of six videos and stills: - Includes pre-production recce; production, talent fees; transport; accommodation; post-production	\$910,450
Agency fees:	\$116,005
Music composition:	\$27,076
Translations:	\$4,318

Kind regards,



Deborah Gray
General Manager Corporate Affairs



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NEW ZEALAND**
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