

Released under the Official Information Act

NEW ZEALAND'S GOT

TALENT

A PROPOSAL TO NZOA – DECEMBER 2011 MEETING

TVNZ
Production Unit



Description	Channel	Date	Start time	End time	05+ AUD	05+ AUD %
New Zealand's Got Talent	PRIME	08/09/2008	19:30	20:31	209.9	5.3
New Zealand's Got Talent	PRIME	12/09/2008	20:30	21:30	134.4	3.4
New Zealand's Got Talent	PRIME	15/09/2008	19:30	20:36	202.6	5.1
New Zealand's Got Talent	PRIME	19/09/2008	20:30	21:33	112.7	2.9
New Zealand's Got Talent	PRIME	22/09/2008	19:30	20:59	248.8	6.3
New Zealand's Got Talent	PRIME	29/09/2008	19:30	20:58	186.9	4.7
New Zealand's Got Talent	PRIME	30/09/2008	19:31	20:04	151.9	3.9
New Zealand's Got Talent	PRIME	05/10/2008	19:30	20:55	213.3	5.4
New Zealand's Got Talent	PRIME	07/10/2008	19:31	20:01	183.6	4.7
New Zealand's Got Talent	PRIME	13/10/2008	19:30	20:55	197.5	5.0
New Zealand's Got Talent	PRIME	14/10/2008	19:32	20:05	117.9	3.0
New Zealand's Got Talent	PRIME	20/10/2008	19:30	20:58	188.8	4.8
New Zealand's Got Talent	PRIME	21/10/2008	19:30	20:03	120.9	3.1
New Zealand's Got Talent	PRIME	27/10/2008	19:30	21:00	247.9	6.3
New Zealand's Got Talent	PRIME	28/10/2008	19:31	20:42	271.3	6.9
AVERAGE					185.9	4.7

Information act

Description	Channel	Date	Start time	End time	Target Duration ^{Variable}	05+ AUD	05+ AUD %
Dancing With The Stars	TVOne	26/02/2008	20:31	22:39	02:07	720.7	18.3
Dancing With The Stars	TVOne	04/03/2008	20:29	22:10	01:40	741.0	18.8
Dancing With The Stars	TVOne	11/03/2008	20:32	22:03	01:31	747.5	19.0
Dancing With The Stars	TVOne	18/03/2008	20:31	22:03	01:31	748.8	19.0
Dancing With The Stars	TVOne	25/03/2008	20:31	22:05	01:33	804.7	20.4
Dancing With The Stars	TVOne	01/04/2008	20:29	22:04	01:34	798.8	20.3
Dancing With The Stars	TVOne	08/04/2008	20:29	22:04	01:35	738.7	18.8
Dancing With The Stars	TVOne	15/04/2008	20:29	22:34	02:04	928.5	23.6
AVERAGE						778.6	19.8
Dancing With The Stars	TVOne	03/03/2009	20:30	22:35	02:05	571.0	14.4
Dancing With The Stars	TVOne	10/03/2009	20:30	22:09	01:38	632.6	15.9
Dancing With The Stars	TVOne	17/03/2009	20:30	22:04	01:35	647.8	16.3
Dancing With The Stars	TVOne	24/03/2009	20:30	22:04	01:33	598.5	15.1
Dancing With The Stars	TVOne	31/03/2009	20:30	22:05	01:34	614.1	15.5
Dancing With The Stars	TVOne	07/04/2009	20:32	22:07	01:35	570.4	14.4
Dancing With The Stars	TVOne	14/04/2009	20:30	22:04	01:33	682.7	17.2
Dancing With The Stars	TVOne	21/04/2009	20:30	22:37	02:06	812.3	20.5
AVERAGE						641.2	16.2

The background of the entire page is a dark blue, almost black, image. It features horizontal blinds that create a series of light and dark horizontal stripes. In the center, there is a silhouette of a person standing on a stage, possibly a performer. To the left and right of this central figure, there are other faint silhouettes of people, suggesting an audience or other performers. The overall mood is dramatic and artistic.

**Singers, dancers, rock bands, cultural groups and
choirs - with Got Talent, anyone can perform anything,
on New Zealand's biggest stage: TV ONE.**

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- 10 **SCHEDULE / BUDGET**

PLUS ATTACHMENTS

1X BUDGET

1X AUSTRALIAN SURVEY RESULTS



FORMAT BACKGROUND

Launched as *Britain's Got Talent* in June 2007, the format has since become one of the most successful entertainment brands in the world. The *Got Talent* format now airs in more than 40 territories globally, launching in eleven new territories in 2010 alone, making it one of the world's most travelled formats of the year.

The *Got Talent* format consistently ranks as the number one show in many countries worldwide.

The show features dancers, singers, comedians, variety acts, and other talented performers of all ages. A panel of judges decides which acts progress to the semi-finals, then the public vote for their favourites.

The *Got Talent* format continues to generate long term success and series-on-series growth around the world. In 2009, *Britain's Got Talent* achieved a record breaking audience of 18.3 million, ranking as UK's number one entertainment programme of the last decade and the highest rating show of the year. In the US, *America's Got Talent* continues to be the highest rating entertainment series on NBC, drawing in a peak audience of over 16 million viewers.

Wherever it is shown, *Got Talent* continues to win many of the top entertainment awards and is one of the world's most loved talent shows.



PROPOSAL

This will be the biggest talent search the country has ever seen - North, South, East and West - no stone will be left unturned in a bid to find the nation's greatest talents.

LOCAL ENTERTAINMENT IS BACK

New Zealand television has a long and proud history of variety and music shows, from originals like *C'mon* and *Radio Times*, to talent quests such as *New Faces*, and more recently, *NZ Idol*. TV One plans to light up the screen once more with local variety performances using the hugely popular *Got Talent* format.

New Zealand's Got Talent will be appointment viewing on Sunday night from mid-season 2012 on TV ONE.

THE BIGGEST TALENT SEARCH

New Zealand's Got Talent will look for singers, beat boxers, hip-hop artists, dance crews, string quartets, acrobats, comedians, high school bands ... even sand artists, just as long as they are talented. The production will run open auditions in seven centres and approach high schools, maraes, community groups, performing arts academies, clubs, dance schools, churches, and theatre companies to discover the very best entertainers and performers that we have. We may just find the next Hayley Westenra or the next Billy T James ...

NEW ZEALAND DECIDES

The series begins with three episodes of pre-recorded auditions from the regions. The next seven shows are based on a Performance Round followed by a live Results round. Eight acts perform in each Performance Round with voting lines open from the end of each show. The live Results show follows with two of those acts being chosen for the final - one by the three judges, the other by public vote.

Ultimately the Grand Final winner is chosen by the New Zealand public.





SERIES STRUCTURE

Ep 1	Theatre Auditions	1 hr (44 mins)	Pre record
Ep 2	Theatre Auditions	1 hr (44 mins)	Pre record
Ep 3	Theatre Auditions and Judges decide who makes the Top 30	1.5 hr (66 mins)	Pre record
Ep 4	Performance Round 1: 8 acts perform Auckland Studio with audience. Voting lines open at end of show.	1.5 hr (66 mins)	Pre record
Ep 4A	Results Round 1: Auckland Studio with audience. 2 acts into final (one from the public vote, the second chosen by the judges from the 2nd and 3rd placed in public vote)	Half hour (22-24 mins)	LIVE
Ep 5	Performance Round 2: 8 acts perform Auckland Studio with audience. Voting lines open at end of show.	1.5 hr (66 mins)	Pre record
Ep 5A	Results Round 2: Auckland Studio with audience. 2 acts into final (one from the public vote, the second chosen by the judges from the 2nd and 3rd placed in public vote)	Half hour (22-24 mins)	LIVE
Ep 6	Performance Round 3: 8 acts perform Auckland Studio with audience. Voting lines open at end of show.	1.5 hr (66 mins)	Pre record
Ep 6A	Results Round 3: Auckland Studio with audience. 2 acts into final (one from the public vote, the second chosen by the judges from the 2nd and 3rd placed in public vote)	Half hour (22-24 mins)	LIVE
Ep 7	Performance Round 4: 8 acts perform Auckland Studio with audience. Voting lines open at end of show.	1.5 hr (66 mins)	Pre record
Ep 7A	Results Round 4: Auckland Studio with audience. 2 acts into final (one from the public vote, the second chosen by the judges from the 2nd and 3rd placed in public vote)	Half hour (22-24 mins)	LIVE
Ep 8	Final Performance show – Final 8 perform for the public vote	1.5 hr (66 mins)	Pre record
Ep 8A	FINAL – Public vote decides winner.	1 hr (44 mins)	LIVE [first half pre recorded]

TOTAL EPISODES
TOTAL HOURS

13
14 HOURS



JUDGES/ HOSTS

New Zealand's Got Talent will be lead by one of our most experienced television hosts. The likes of Jason Gunn or Dominic Bowden would fit the bill. We'll be looking for a person with warmth, intelligence and a broad appeal.

For our *Got Talent* judging panel we will seek three respected industry professionals with distinguished credentials and a range of backgrounds in music, performance, theatre, film or television. It's important to us that our judges have credibility, and that they come with positive attitudes and warm hearts.



THE TEAM

TVNZ will secure the country's most experienced producers and crew to make *New Zealand's Got Talent*. This will be in conjunction with comprehensive support from Fremantle Media in both the set-up and execution of the show. Their highly experienced consultants will work closely with our New Zealand team to make *New Zealand's Got Talent* a local success.

This Fremantle Media support is included in the format fee in the budget.



NEW ZEALAND'S GOT TALENT AND NZOA

NATIONAL EVENT

New Zealand's *Got Talent* will be a national event. Our research shows that NZ Idol reached 82% of our population during the final season on TV2 in 2006. Now TVNZ will utilise all its platforms, traditional and new media, both online and digital, to make *Got Talent* even bigger on ONE.

We will feature performance content on our website and utilise our unique Channel U format and social media to connect families and young people with the *Got Talent* participants. These content extensions are not part of the budget, but represent the additional value that TVNZ can bring to the show to enable more viewers to connect more deeply with the content.

RANGE AND VARIETY

One of the hallmarks of *Got Talent* is that the competition is open to all-comers. The show encourages people from all walks of life to participate. They can be young or old. They can perform solo or in groups. And while singing or dancing may be their thing, their talent can be anything else imaginable. No one is excluded. Range and variety are at the heart of *Got Talent*.

CELEBRATION OF DIVERSITY AND SUCCESS

Got Talent is a positive and all-embracing format. It commends talent and celebrates diversity. From the Rotorua teenager who plays flamenco guitar to the kapa haka group from Rangiora, the Bollywood dancers from Hamilton to the gospel choir from Dunedin, this will be a festival of our people and our rich Kiwi culture. *Got Talent* is a chance for New Zealanders from a variety of ethnic backgrounds to see themselves on screen in an uplifting show.

REGIONALITY

Got Talent will be the largest talent search undertaken here. The plan is to cast the net wide and involve the regions. We will record auditions in seven centres: Invercargill, Dunedin, Christchurch, Nelson, Wellington, Rotorua, and Auckland. As we've seen on *NZ Idol*, and even on *MasterChef NZ*, it's important for viewers to feel represented in any national competition whether it's rugby, singing, or dancing. Pride in our province is part of our Kiwi DNA.

SUMMARY

We're excited by the scale and scope of this project. Our research demonstrates that the programme has the potential to reach and connect with almost all New Zealanders. *Got Talent* will showcase the great range of talent that we have here and in doing so the programme will celebrate our regions and our diverse culture. A partnership between TVNZ and NZ On Air is critical to the success of this ambitious project.



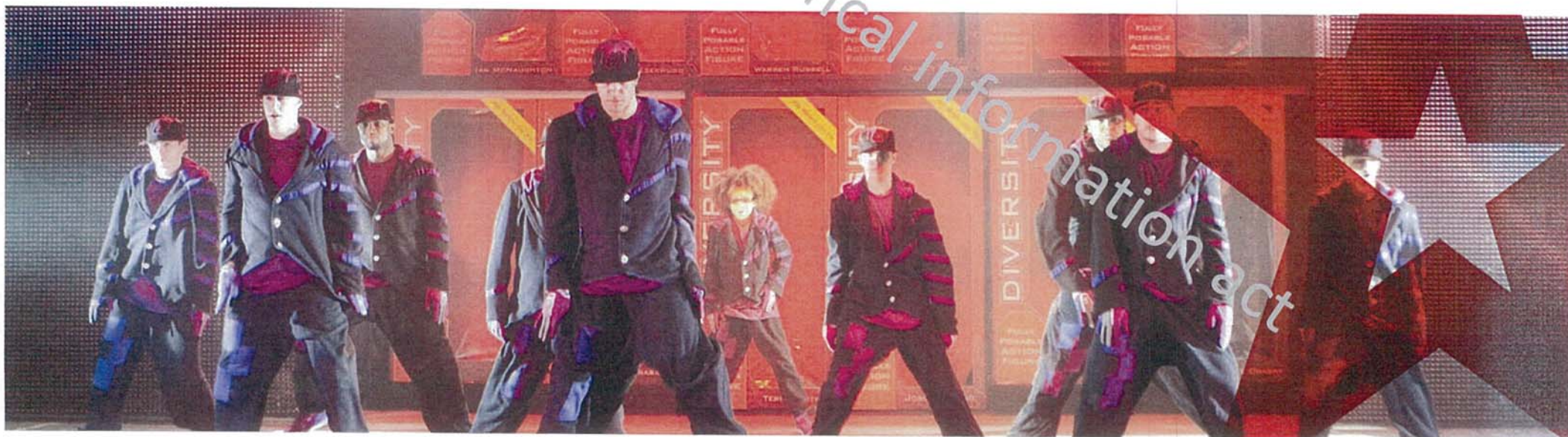
SCHEDULE

FUNDING GRANTED
PRE-PRODUCTION STARTS
1ST TX

DECEMBER 2011
9 JANUARY 2012
JULY 2012

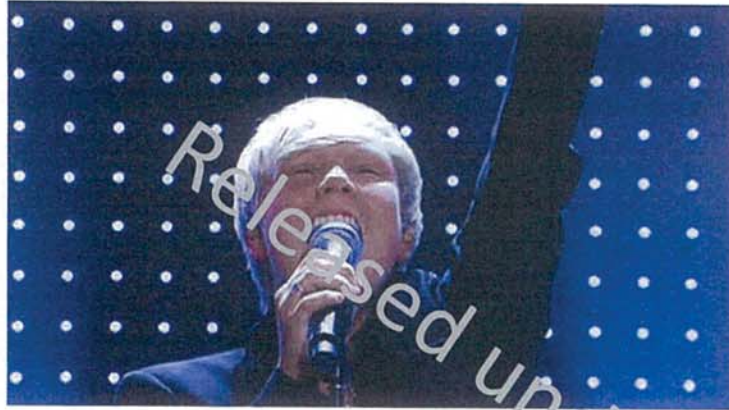
BUDGET

THE TOTAL BUDGET IS \$ [REDACTED]
WITH \$2,000,000.00 REQUESTED FROM NZOA.



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TVNZ is committed to putting local variety acts back into prime time. New Zealand's Got Talent can do that in 2012.



FREMANTLE MEDIA
AUSTRALIA



2011 ONLINE SURVEY RESULTS

IT'S ALL
ABOUT
THE
TALENT

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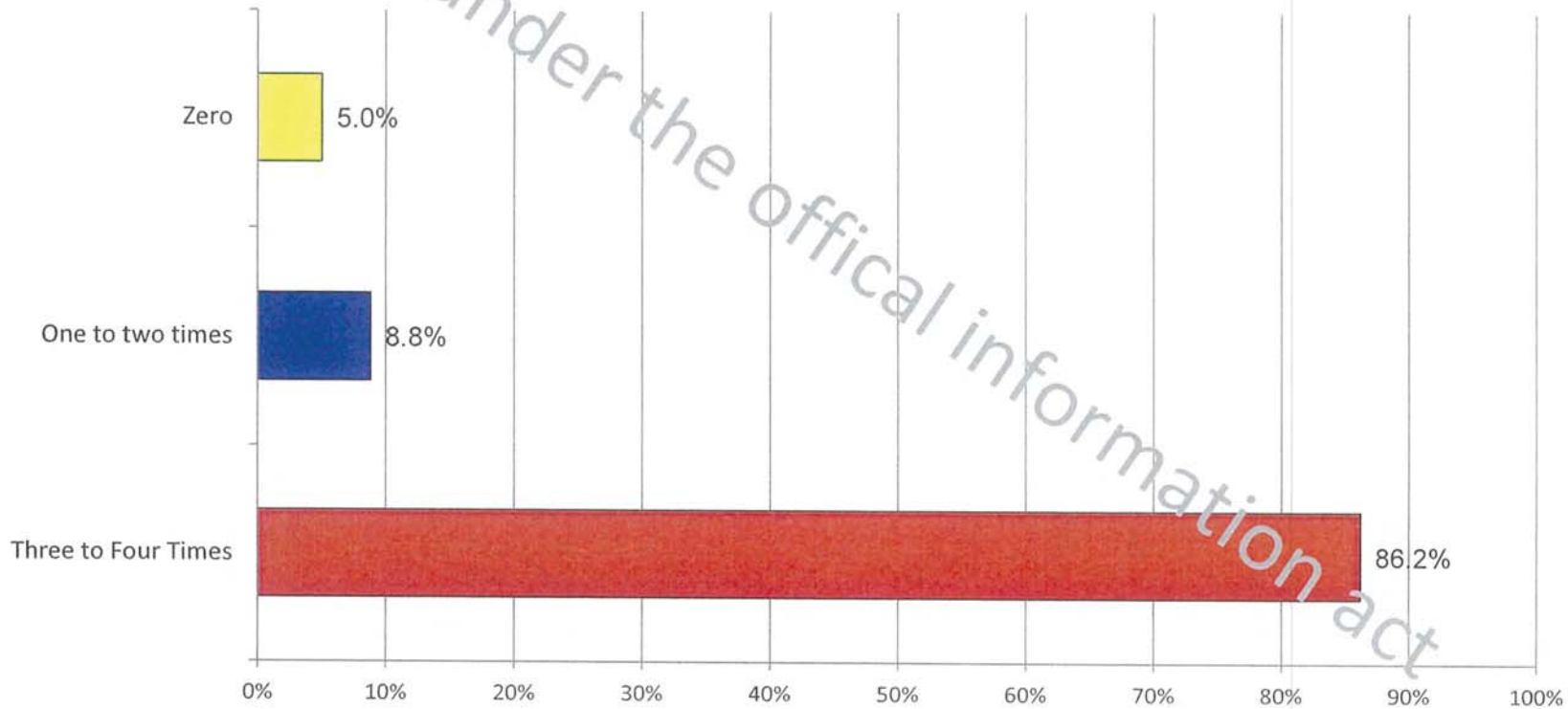
Australia's Got Talent Executive Summary

This report contains a detailed statistical analysis of the results to the survey titled *Australia's Got Talent 2011*. The results analysis includes answers from all respondents who took the survey in the 4 week period from Sunday, July 31, 2011 to August 31 on Yahoo 7 Australia's Got Talent web page. 708 completed responses were received to the survey during this time.

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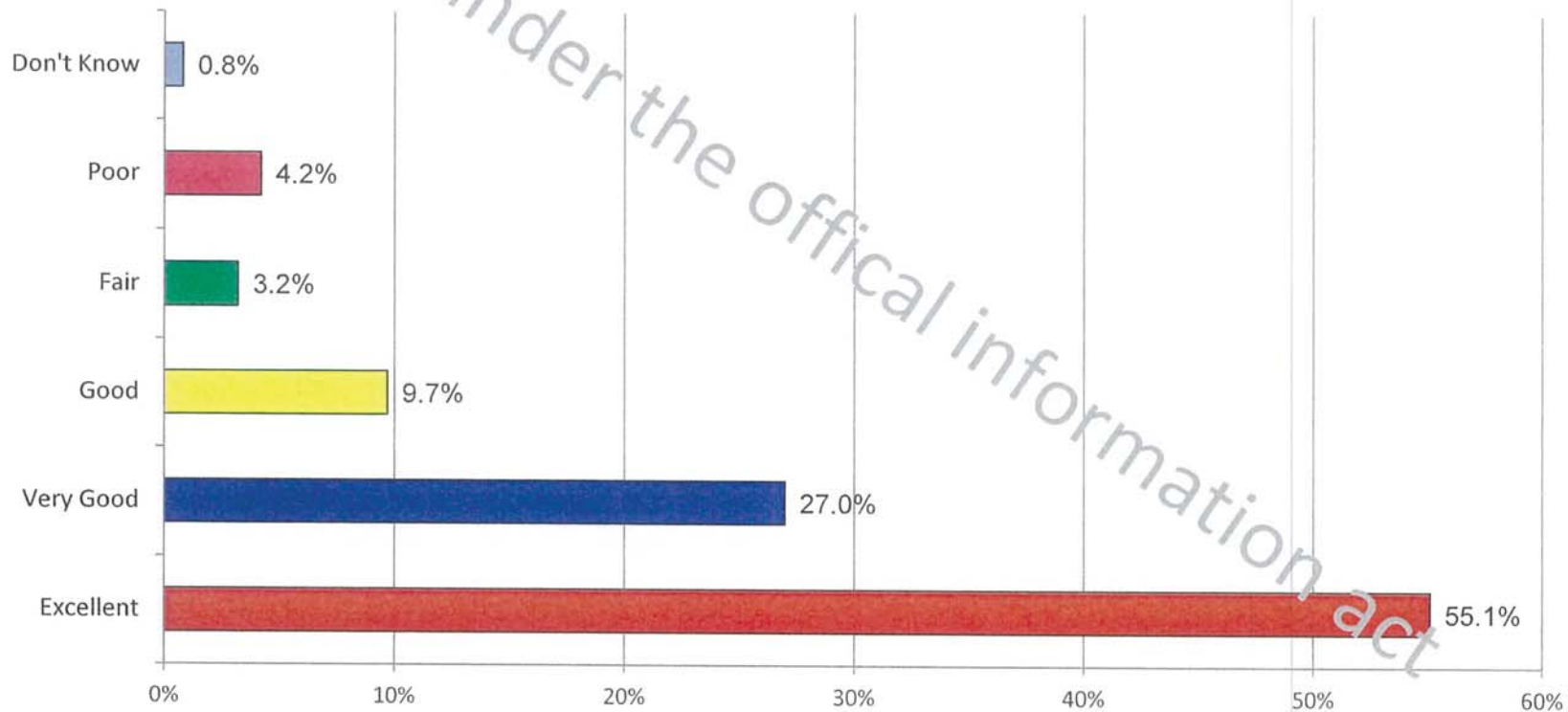
Regular Viewers: 86% watched 3-4 episodes in 4 weeks prior completing survey

In the last four weeks how many times have you watched Australia's Got Talent?



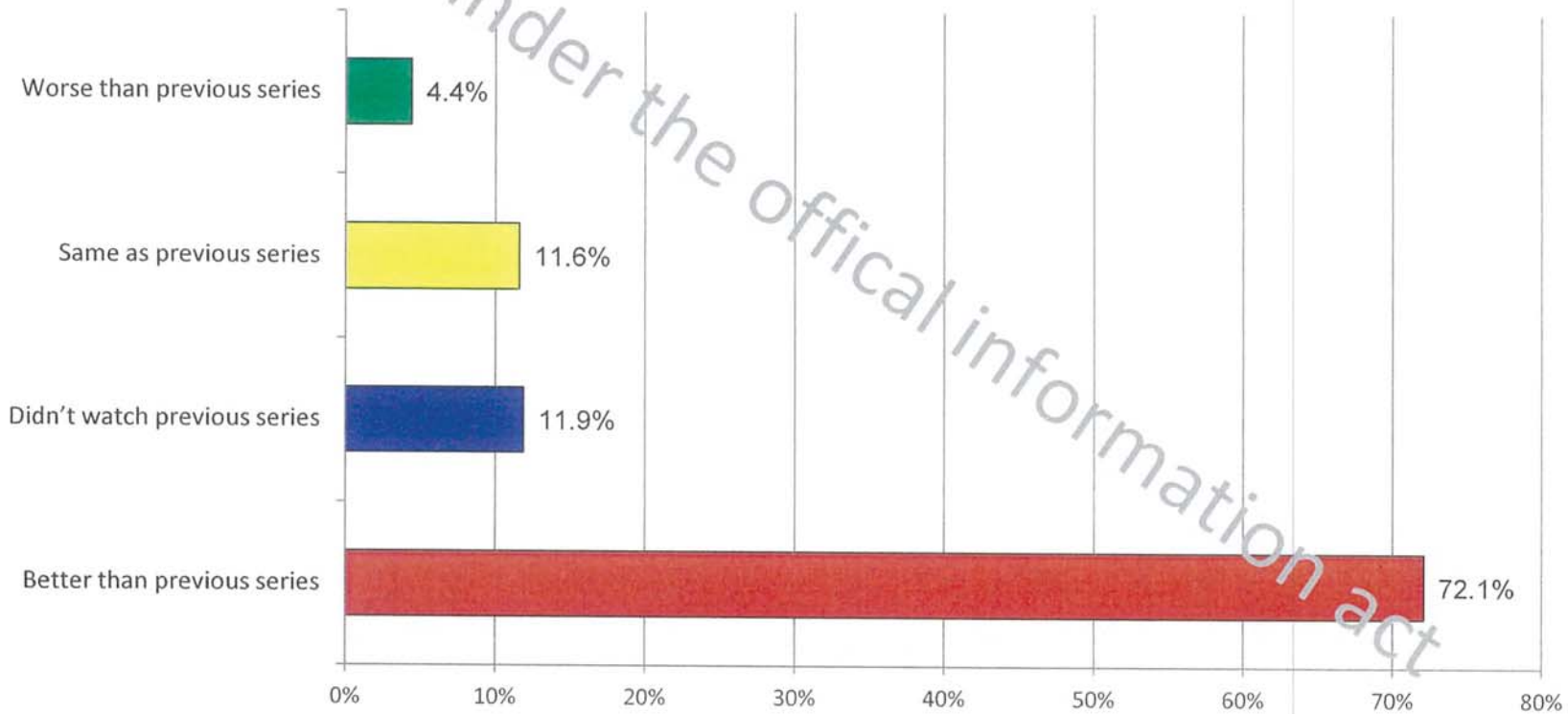
82% of respondents rank AGT Excellent (55%) or Very Good (27%)

What do you think of Australia's Got Talent? Please select the box which best describes your opinion



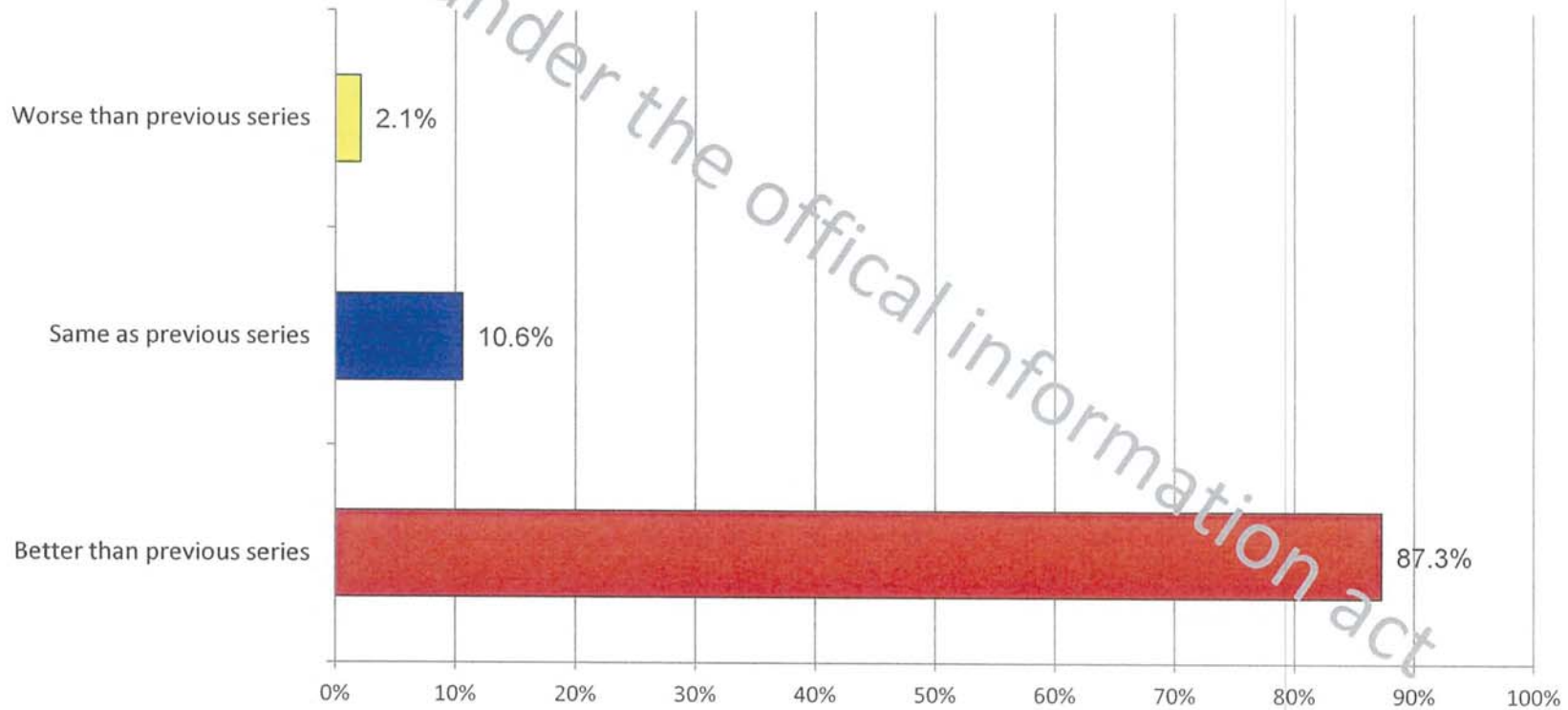
For 72% of respondents 2011 series was better than previous series

How does this series compare to previous Australia's Got Talent series?



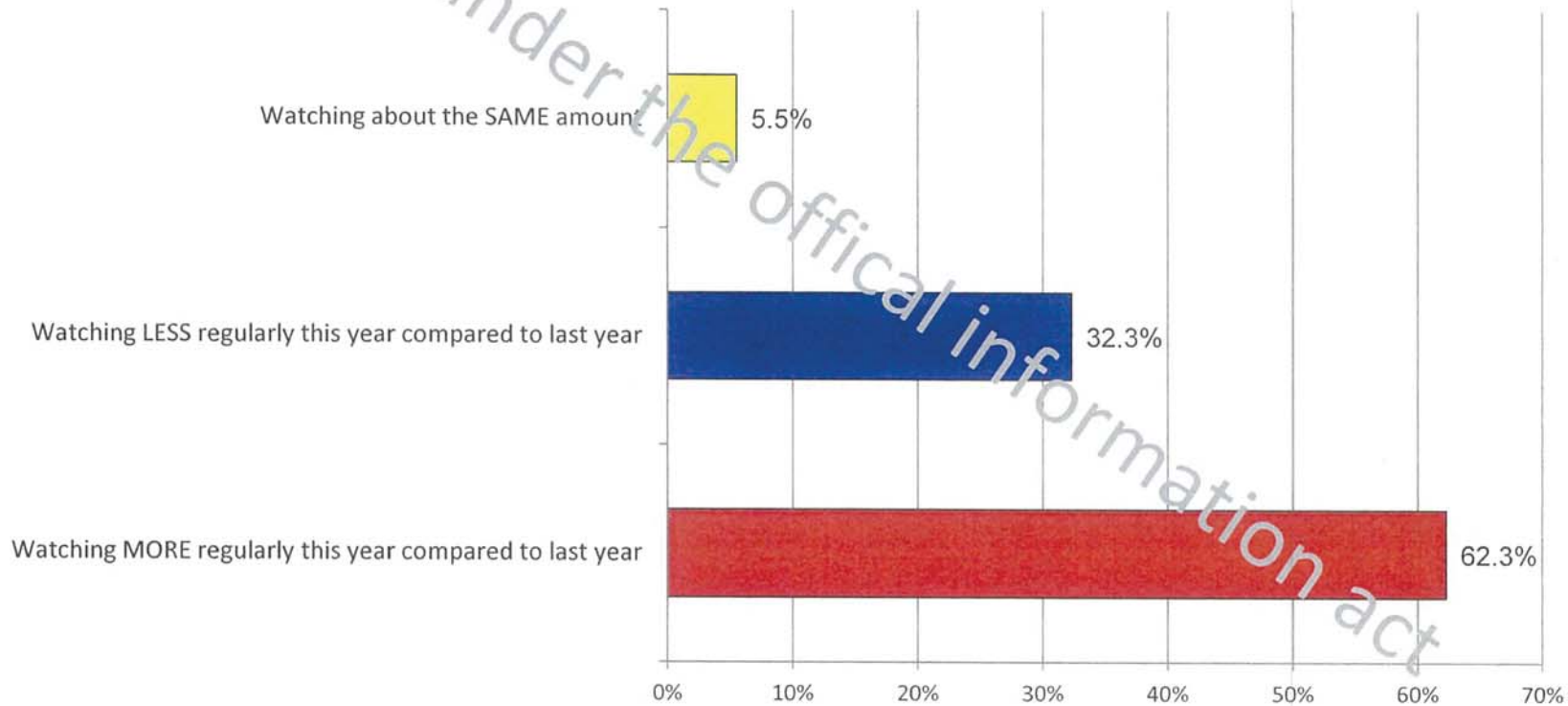
For 87% of respondents the Contestants/Talent in 2011 series better than previous series

How does this series contestants/talent compare to previous Australia's Got Talent series?



62% of respondents watched more AGT more regularly in 2011

Are you watching Australia's Got Talent more regularly, less or about the same as last year?



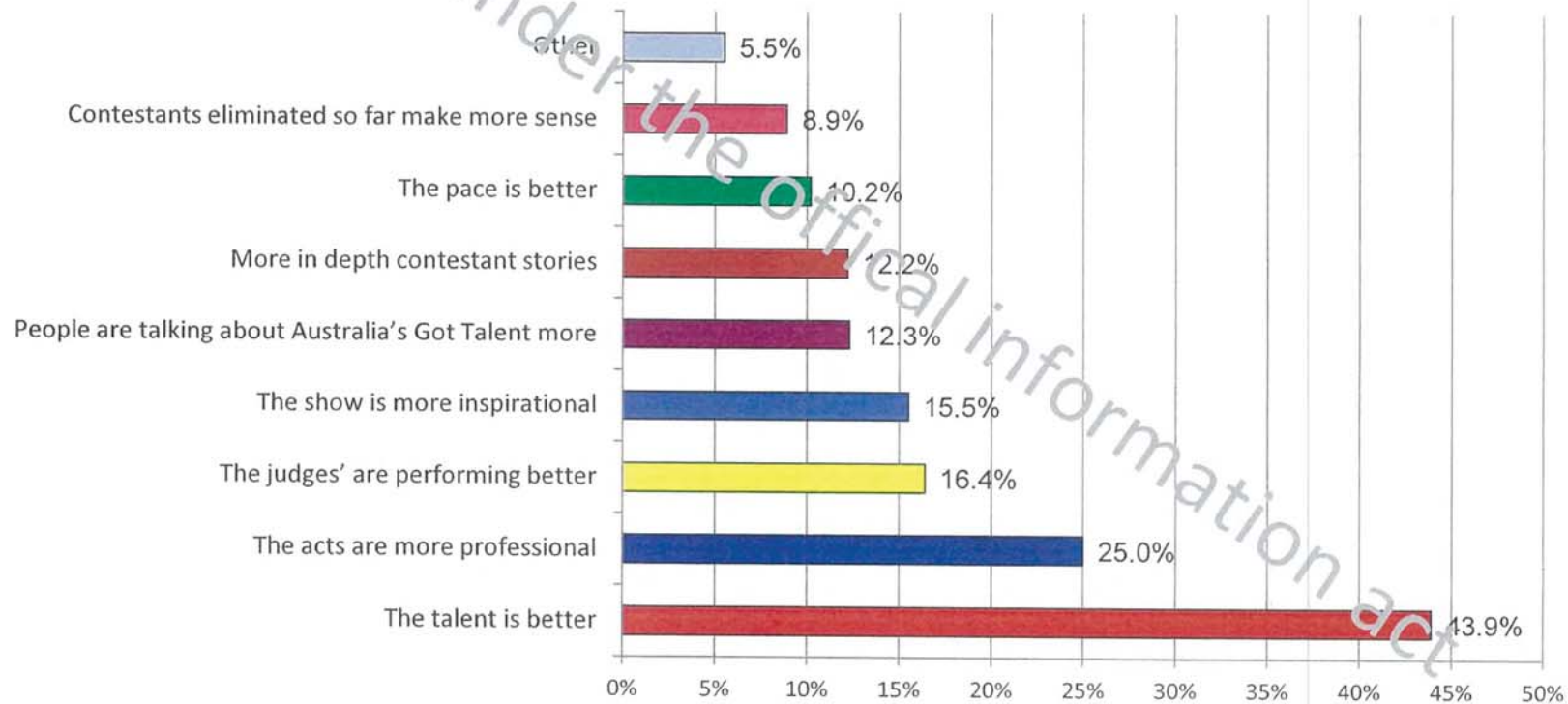
Top 3 reasons for watching more regularly:

1. Talent is better
2. Acts more professional
3. The judges' are performing better

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AUSTRALIA



Please tell us why you are watching MORE regularly this year than last year? Please select all that apply



Top 3 AGT descriptors:

1. Has quality talent
2. Entertaining
3. Has contestants you want to support



Below is a list of words and phrases that may or may not describe Australia's Got Talent. Please indicate how well each word or phrase describes the programme.

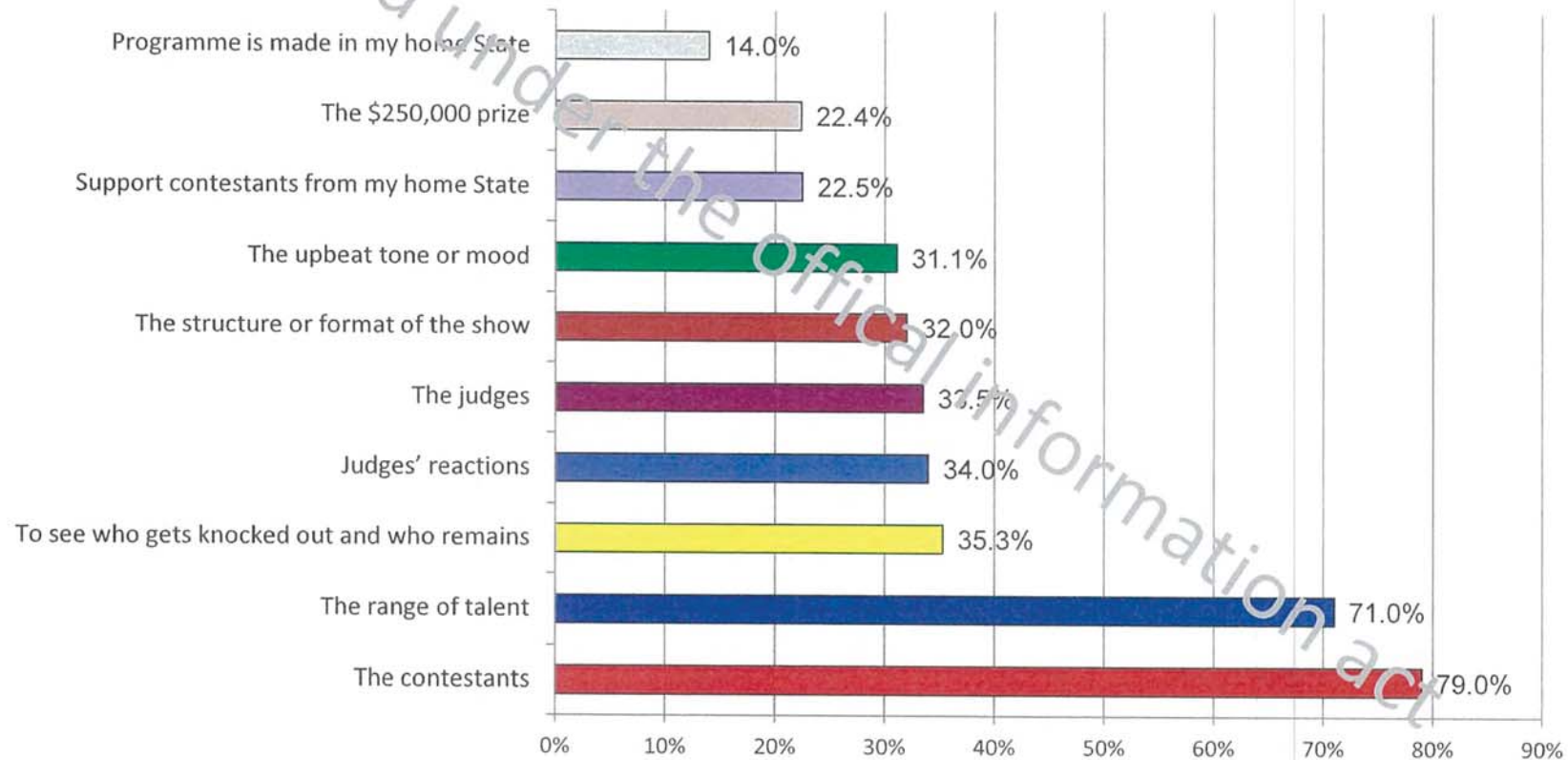


Top 3 Major reasons for watching AGT

1. The contestants
2. The range of talent
3. To see who gets knocked out and who remains



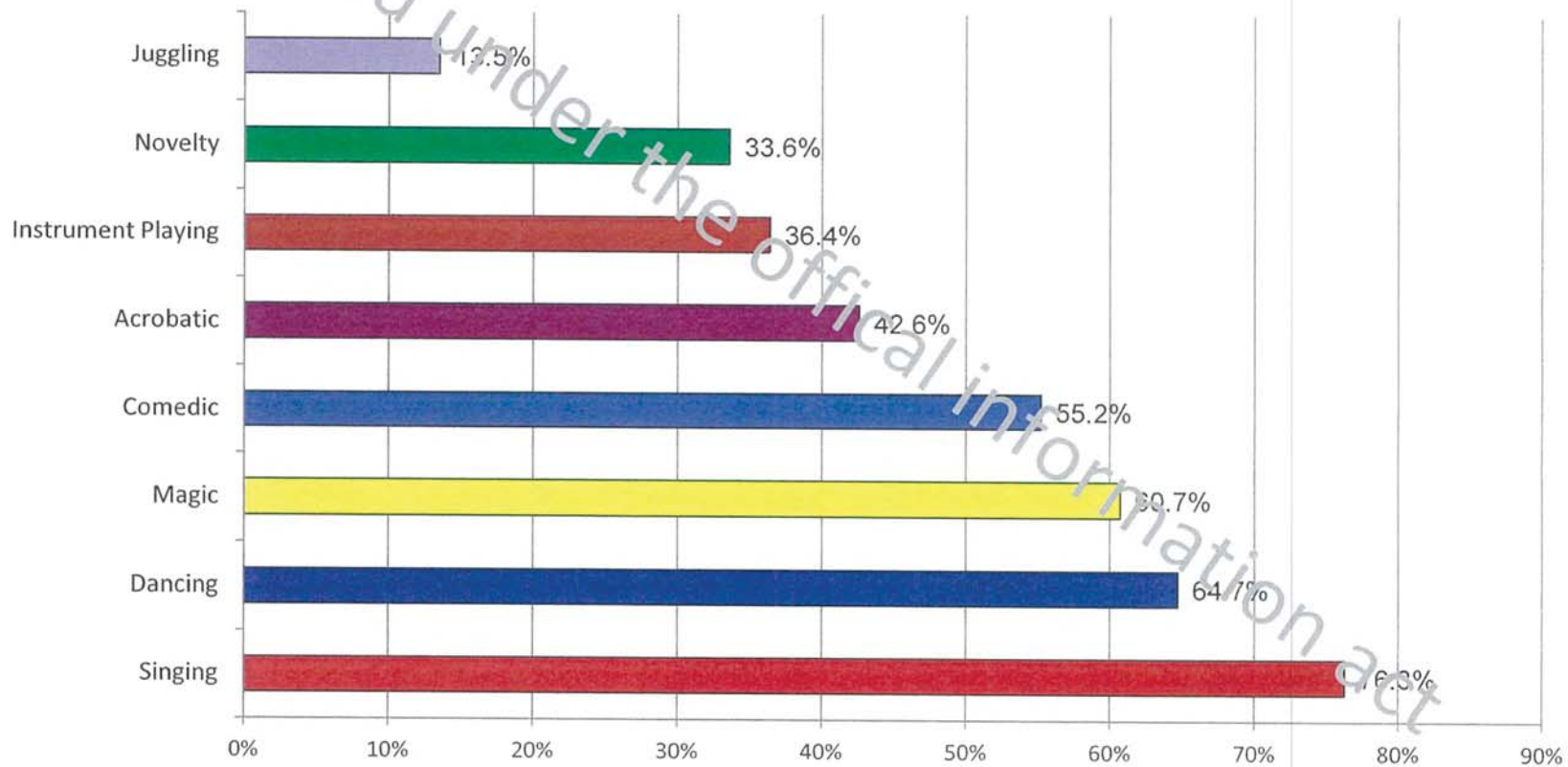
What is your major reason for watching Australia's Got Talent?



Top 3 favourite types of acts

1. Singing
2. Dancing
3. Magic

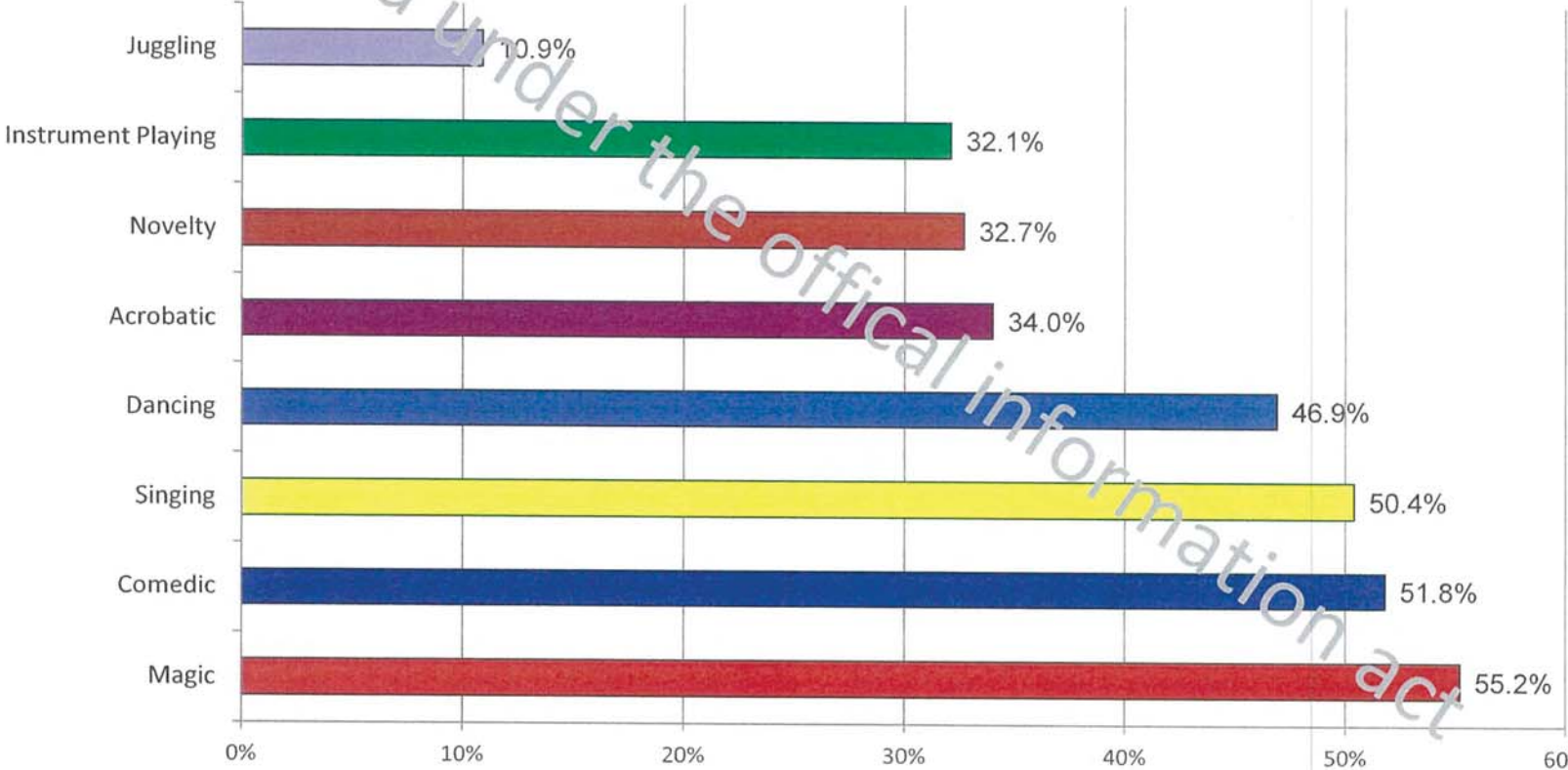
What are your favourite types of acts on the show?



Top 3 types of acts respondents would like to see more of:

- 1. Magic
- 2. Comedic
- 3. Singing

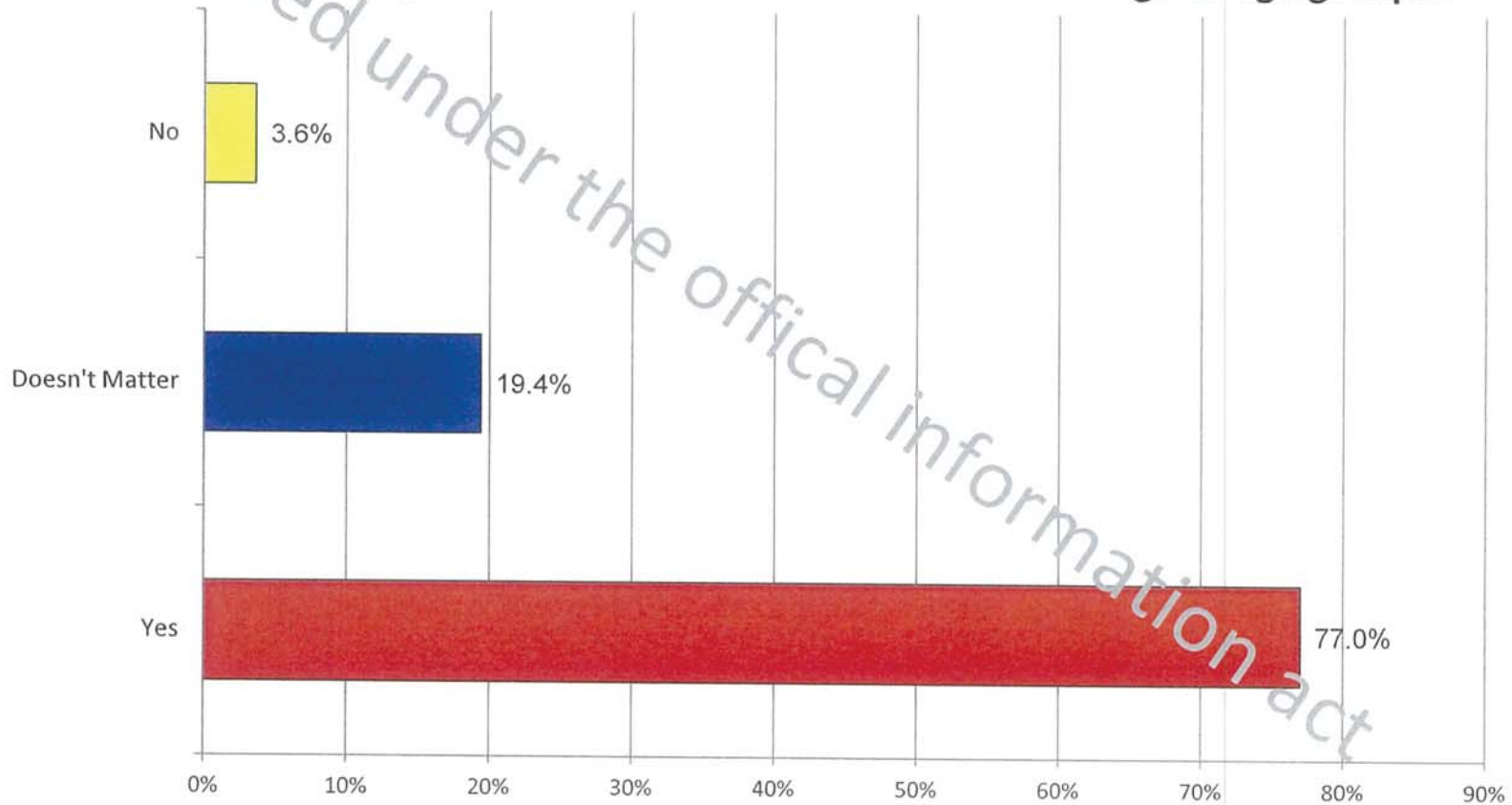
What kind of acts would you like to see more of?



77% of respondents like to watch contestants from a range of age groups and for 19% it doesn't matter



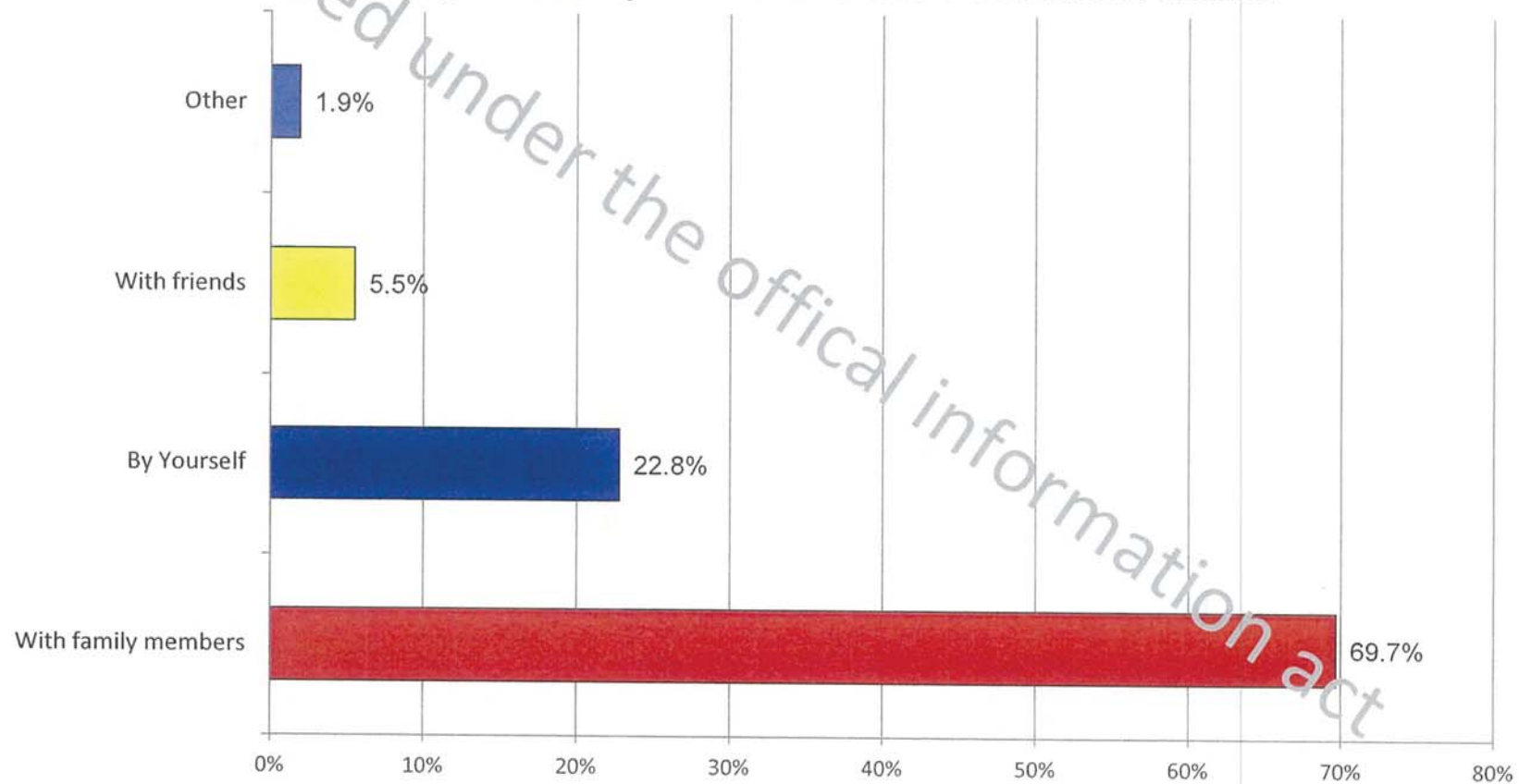
Do you like to watch contestants from a range of age groups?



AGT brings viewers together with 70% of respondents watching AGT with family members



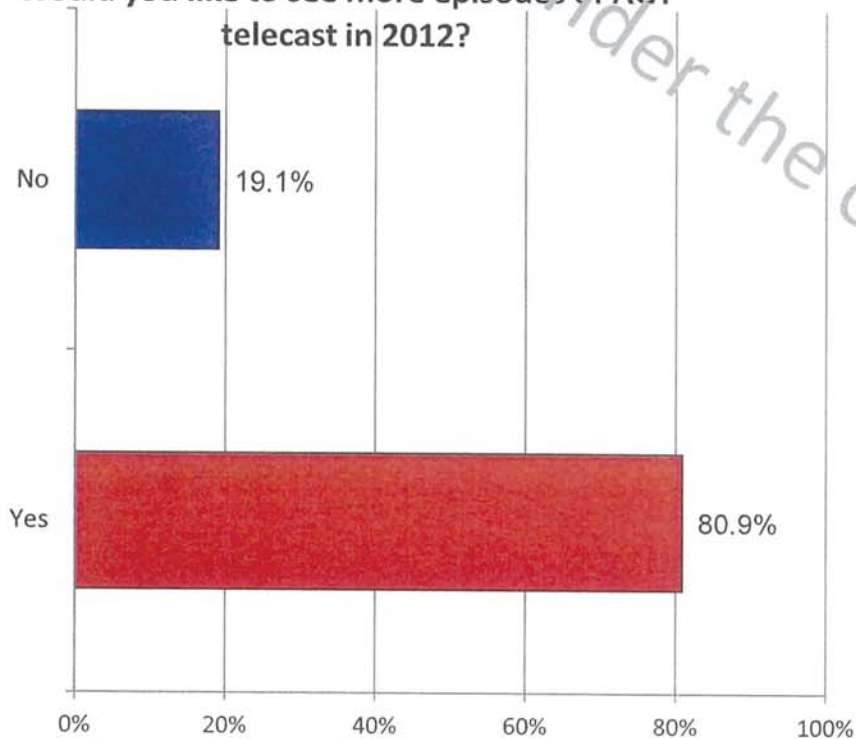
Do you usually watch Australia's Got Talent with....



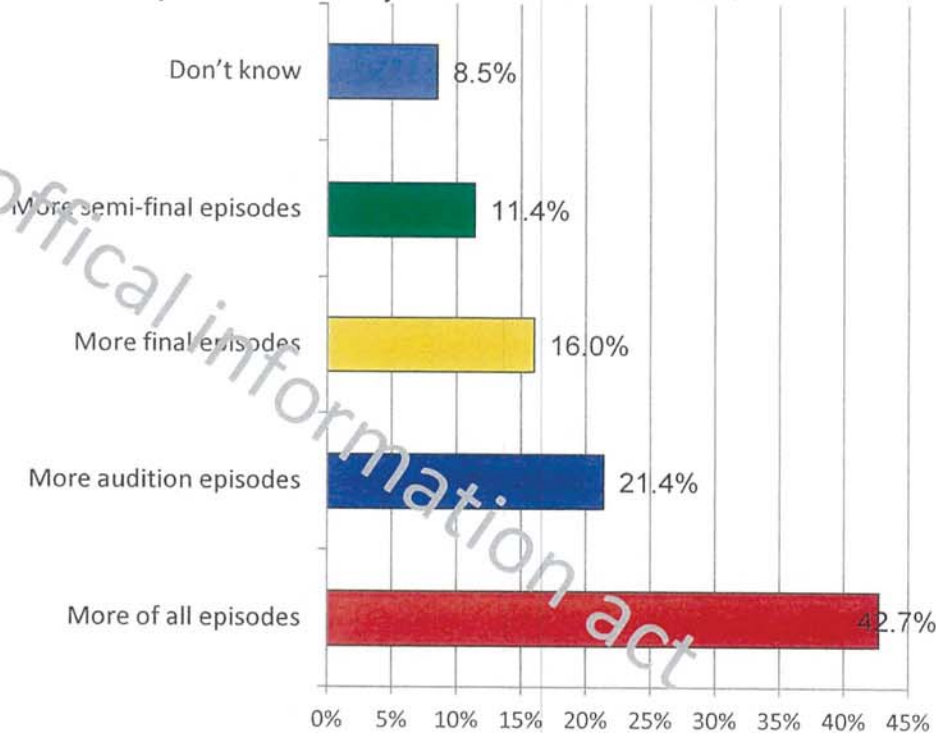
81% of respondents would like to see more AGT episodes in 2012

43% would like to see more of all episodes while 21% would like to see more audition episodes

Would you like to see more episodes of AGT telecast in 2012?



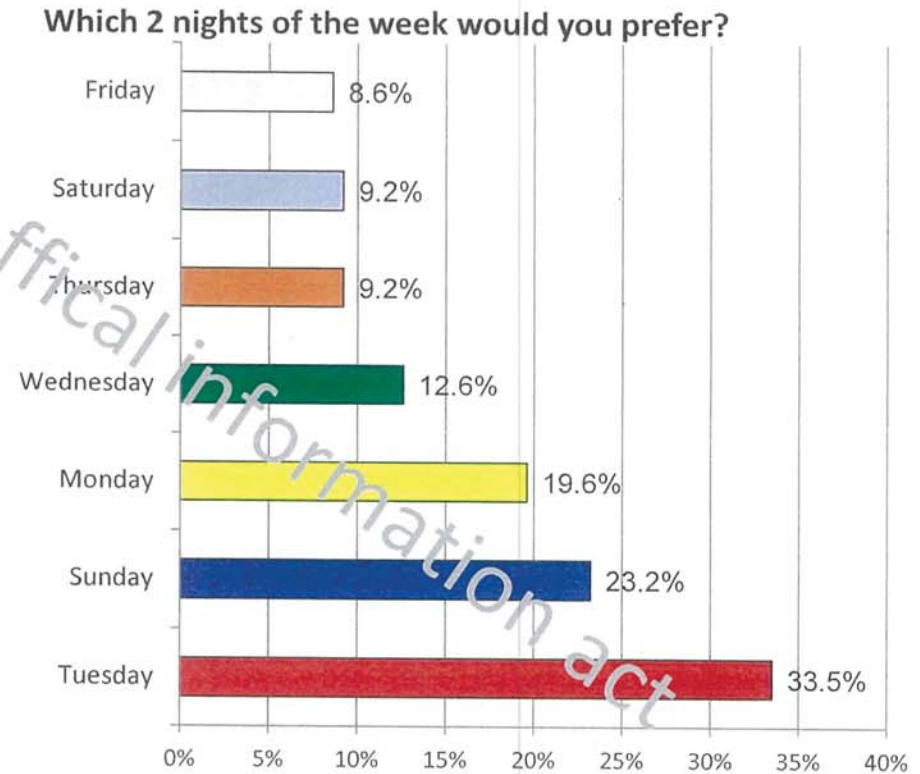
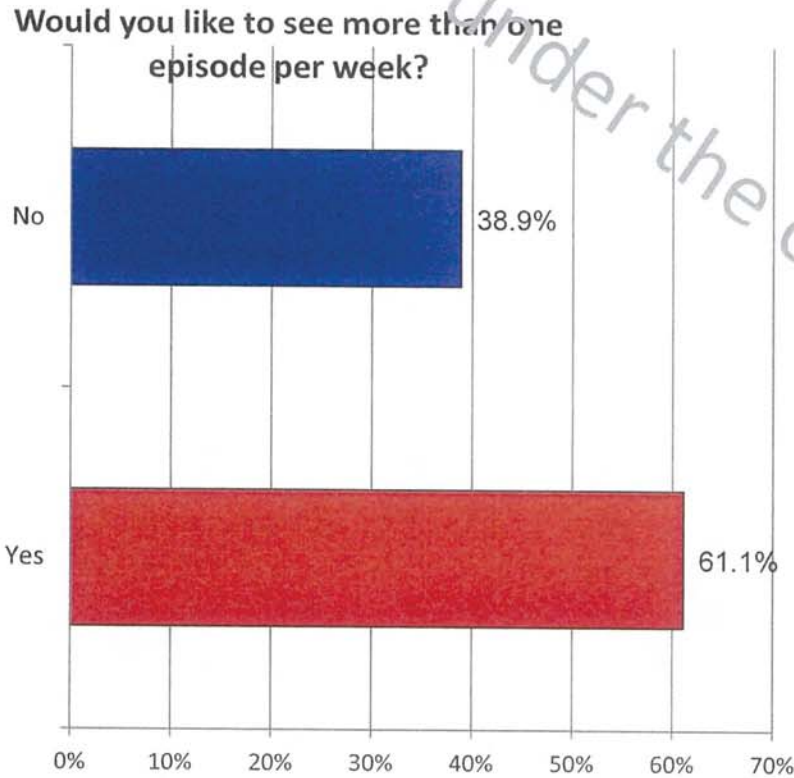
Which episodes would you like to see more of ?



61% of respondents would like to see more than 1 episode per week

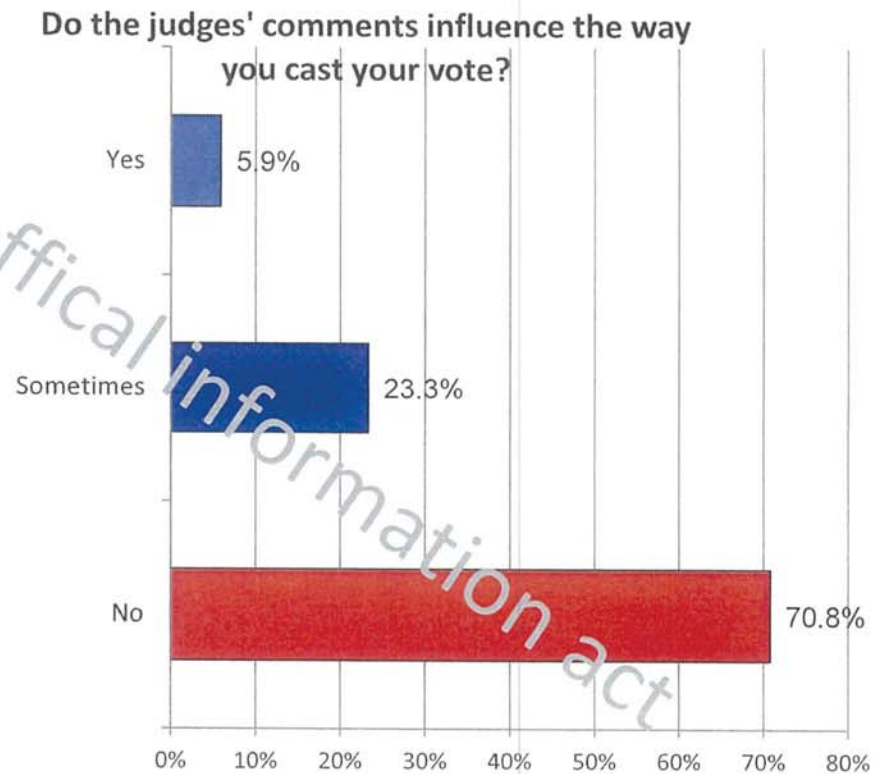
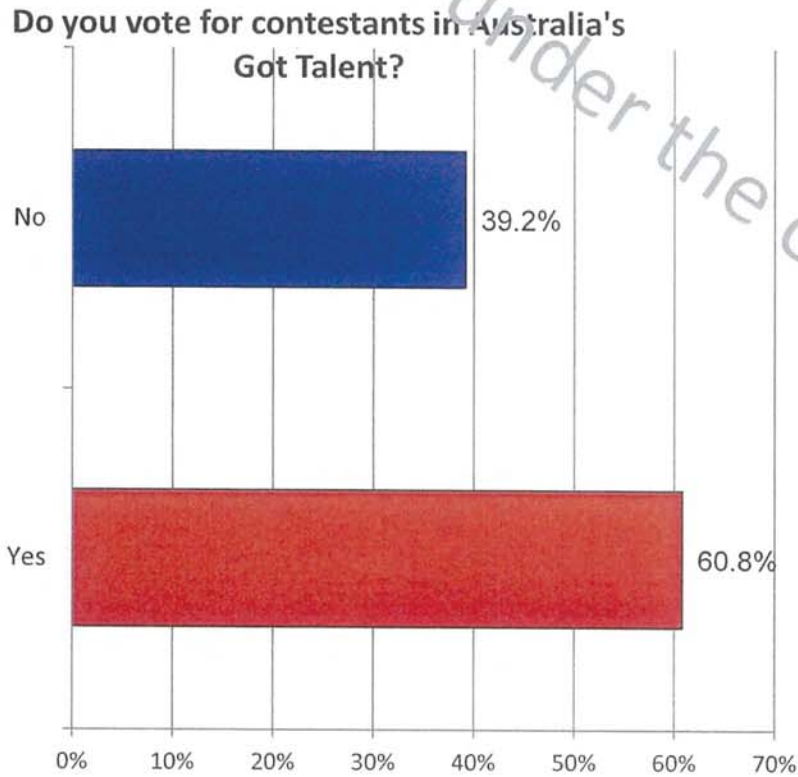
Favourite nights

1. Tuesday
2. Sunday
3. Monday



Voting

61% of respondents vote however they are not influenced by the judges' comments





Respondent Profile

As with all online surveys the majority of respondents are female (78%) vs AGT viewers split 61% female / 39% male
67% of respondents aged 25-64 vs 76% of viewers

