



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

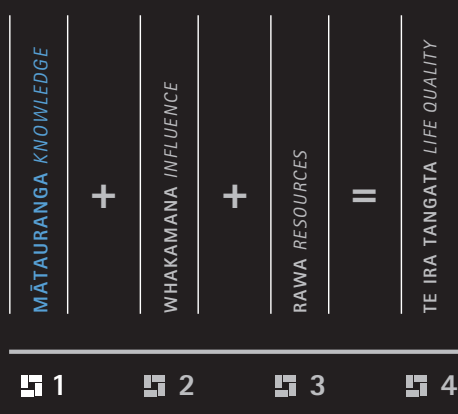
**Te Oranga o te Reo Māori
i te Rāngai Pāpāho 2006**
*The Health of the Māori Language
in the Broadcasting Sector 2006*



Ko tōku reo, tōku ohooho; tōku reo, tōku mapihi
maurea; tōku reo, tōku whakakai marihi.

*My language is my inspiration, my special gift,
my precious treasure.*

REALISING MĀORI POTENTIAL



The framework above identifies three key enablers that are fundamental to Māori achieving Te Ira Tangata (improved life quality) and realising their potential. All our written information has been organised within these three key enablers or Te Ira Tangata.

1	Mātauranga – Building of knowledge and skills. This area acknowledges the importance of knowledge to building confidence and identity, growing skills and talents and generating innovation and creativity. Knowledge and skills are considered as a key enabler of Māori potential as they underpin choice and the power to act to improve life quality.
2	Whakamana – Strengthening of leadership and decision-making.
3	Rawa – Development and use of resources.
4	Te Ira Tangata – The quality of life to realise potential.

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EXECUTIVE SUMMARY

This report provides an overview of Māori Language Broadcasting in 2006. It reports data about listenership and viewership, and describes some important recent developments in this sector.

OPPORTUNITIES AND ENGAGEMENT

Māori Radio

- Approximately three quarters of Māori adults were aware that they could access a Māori radio station in the area that they lived. 70% of those people with access tuned in to Māori radio.
- The frequency and duration of listening to Māori radio has remained stable between 2001 and 2006.

Māori Language on Television

- 71% of Māori adults watched Māori language programming on mainstream television. 73% of these people watched at least once a week.
- 56% of Māori adults reported they had watched the Māori Television Service.
- 30% of Māori adults are watching more Māori language programmes on mainstream television than a year ago, while 17% are watching less.
- The level of satisfaction with the amount of Māori language programming on television has increased from 27% to 43% since 2001 (an increase of 16 percentage points).

DEVELOPMENTS IN MĀORI BROADCASTING

Overall

- A high proportion of both Māori and non-Māori people have positive attitudes towards the Government's support of Māori broadcasting.

Sector Coordination, Effectiveness and Efficiency

- The Māori Broadcasting and E-media Framework has been developed to provide a strong platform for Māori broadcasting now and into the future.

Development Activities

- Since its launch in 2004, the Māori Television Service has significantly increased the visibility of the Māori language and culture in New Zealand.
- Some key developments in Māori radio include an industry needs analysis and the provision of related training, audience research, and web-streaming.
- Māori radio and television are taking advantages of the opportunities presented by digital technologies.

CONCLUSIONS

The broadcasting sector plays an important role in increasing Māori language status, knowledge and use. It supports the normalisation of the Māori language in the home, thereby supporting intergenerational language transmission which is the key factor in overall Māori language revitalisation.

WHAKARĀPOPOTONGA

Mā tēnei pūrongo ka tuku he tirohanga whānui ki ngā mahi pāpāho reo Māori i te tau 2006. Ka tukuna he raraunga e pā ana ki ngā kaiwhakarongo me ngā kaimātaki. Ka whakamāramahia hoki ētahi whanaketanga o nā tata nei i roto i tēnei rāngai.

NGĀ MEA ANGITŪ ME TE WHAKAPĀNGA

Reo Irirangi Māori

- Ko tōna 75 ōrau o ngā pakeke Māori i mōhio ka āhei rātou ki te hono atu ki tētahi reo irirangi Māori i roto i te takiwā e noho nei rātou. 70 ōrau o ērā tāngata i hono atu ki tētahi reo irirangi Māori.
- Kua māhoi te tokomaha o ngā kaiwhakarongo me te roanga o te whakarongo i waenga i ngā tau 2001 me 2006.

Te Reo Māori i runga i te Pouaka Whakaata

- 71% ōrau o ngā pakeke i mātaki whakaaturanga reo Māori i runga i te pouaka whakaata matua.
- 73% ōrau o ēnei tāngata i mātaki e rua ngā wā ia wiki, neke atu rānei.
- 56% ōrau o ngā pakeke Māori i kī mai kua mātaki i te pouaka whakaata Māori.
- 30% ōrau o ngā pakeke he nui ake tō rātou mātaki whakaaturanga reo Māori i runga i te pouaka whakaata matua tērā i te tau kua hipa. Engari 17 ōrau o ngā pakeke he iti iho tō rātou mātaki.
- Ko te taumata manawareka o te maha o ngā whakaaturanga reo Māori i runga i te pouaka whakaata kua piki ake mai i te 27 ōrau ki te 43 ōrau mai i te 2001. He pikinga o te 16 ōrau.

NGĀ WHANAKETANGA I ROTO I TE AO PĀPĀHO REO MĀORI

Te nuinga

- He nui te ōrau o te Māori me te Pākehā (Tauwiwi hoki) he pai ō rātou waiaro mō te tautoko a te kāwanatanga mō te pāpāho reo Māori.

Te Whakarite Rāngai, te Whaihua me te Kakama

- Ko te pāpāho Māori me te Anga E-pāpāho kua whanakehia hei tuku tūāpapa kaha mō te pāpāho Māori mō nāianei me ngā rangi kei te tū mai.

Mātātoa Whanaketanga

- Mai i te whakarewatanga o Whakaata Māori i te tau 2004, kua autaiā tonu te piki o te kitenga o te reo Māori me te tikanga Māori hoki ki Aotearoa.
- Ko ētahi whanaketanga matua mō ngā reo irirangi Māori ko tētahi tātaritanga o ngā hiahia o te ahumahi me te tuku whakangungu ahumahi, rangahau kaiwhakarongo, me te pāpāho ā-ipurangi nei.
- Ko ngā reo irirangi Māori me te pouaka whakaata Māori kei te whiwhi huanga mai i ngā mea angitū kei te puta mai ā ngā hangarau ā-mati nei.

WHAKATAU MUTUNGA

He mahi nui tō te rāngai pāpāho kia whakapiki i te mana o te reo, te mōhio ki te reo me te whakamahi o te reo. Ka tautoko hoki ia kia “tangata whenua” te reo i roto i te kāinga. Nā konā ka tautokona te tukunga iho o te reo mai i te whakatipuranga o runga ake ki tērā o raro iho. Ka mutu, koira te take matua mō te whakaora whānui i te reo Māori hei reo ora.



INTRODUCTION

PURPOSE

This report provides an overview of Māori Language Broadcasting. It reports data about listenership and viewership, and highlights key issues and activities in the Māori broadcasting sector in recent years. This information can then be used as a platform from which to consider the future direction of this work in terms of language revitalisation goals.

INFORMATION SOURCES

This report draws on data and information from a variety of sources, including:

- The Survey on the Health of the Māori Language in 2001 and 2006 (HML Survey);
- broadcasting information from Te Māngai Pāho;
- secondary literature, in the area of Māori language and Māori broadcasting; and
- other research undertaken by Te Puni Kōkiri.

REPORT STRUCTURE

The report is divided into five main sections:

- a brief history of the Māori language and Māori broadcasting;
- an overview of the Māori Language Strategy (MLS) and the Māori Broadcasting and E-Media framework;
- opportunities and engagement in Māori language broadcasting;
- recent developments in Māori language broadcasting; and
- conclusions.

HISTORICAL OVERVIEW

Prior to the mid-1980s, there was very limited Māori language content in broadcasting, with the exception of brief radio broadcasts by Wiremu Parker and short news bulletins on television (Te Karere).

In 1986, the Waitangi Tribunal considered the WAI 11 claim about Te Reo Māori which included some broadcasting components. At the same time, the Government set up a Royal Commission of Inquiry into Broadcasting in New Zealand. The Waitangi Tribunal and the Royal Commission both supported an increased Māori language presence in broadcasting.

The establishment of the Aotearoa Māori Radio Board followed in 1987, and the first iwi radio stations began broadcasting in both Māori and English in the same year. From here, radio frequencies were reserved for the use of iwi, and operational funding was allocated through New Zealand on Air. By the early 1990s, there were approximately 20 iwi radio stations in operation.

Under the Broadcasting Amendment Act 1993, Te Māngai Pāho (originally known as Te Reo Whakapuaki Irirangi) was established. It was given a primary focus of promoting Māori language and culture by making funds available for the production of programmes.¹ From 1995, Te Māngai Pāho assumed responsibility for funding Māori broadcasting. In 1996/97, it received funding to pilot a Māori focused television station, which became known as Aotearoa Television. The station aired in Auckland on 1 May 1996 for one year.²



In 2001, Government announced the establishment of a Māori Television Service (Māori Television). In 2003, the Māori Television Service Act was passed and Māori Television began airing in 2004.

The function of Māori Television is to “promote te reo Māori me ngā tikanga Māori, through the provision of a high quality, cost effective Māori television service, in both Māori and English, which informs, educates and entertains, and in doing so, enriches New Zealand’s society, culture and heritage”.³

Te Māngai Pāho is currently responsible for funding: the production of Māori language television programmes; Māori language music videos and CDs; and the national network of iwi radio stations.

MĀORI LANGUAGE STRATEGY

In 2003, the Government launched the revised Māori Language Strategy (MLS). The MLS outlines a long-term vision and goals for Māori language revitalisation activities. It describes the roles and functions of Government and Māori in pursuing these goals, and emphasises the need for both parties to coordinate their respective efforts and ensure that the right activities are undertaken in the right way and at the right times.

Māori language broadcasting is one of the key functions identified within the MLS. This function relates to the broadcasting of the Māori language through radio, television and other forms of communication technology.

Māori language broadcasting supports the acquisition, use and status of the Māori language (Goals 1,2 and 5 of the MLS). Through watching and listening to Māori language broadcasts, people can develop and use their Māori language skills (especially their listening skills). Māori language broadcasting also contributes to the status of the Māori language by increasing its visibility in popular media and broadcasting positive messages about its place in New Zealand society.

The MLS allocated responsibility for this function to Te Māngai Pāho (operations) and Te Puni Kōkiri (policy). To support this, Te Puni Kōkiri has developed the Māori Broadcasting and E-Media Framework as a subset of the MLS. This framework sets out some key principles, outcomes and actions to support the development of Māori broadcasting and other electronic media. It is described further on page 6 of this report.

OPPORTUNITIES AND ENGAGEMENT

Māori broadcasting makes an important contribution to the acquisition, use and status of the Māori language. The availability of Māori language through radio and television in the home can foster the process of language normalisation, that is, the incorporation of Māori language in everyday activities. This section describes the opportunities for listening or watching Māori language content through radio and television.



IWI RADIO

The portability and accessibility of iwi radio makes the Māori language accessible to both learners of Māori and fluent speakers. There are currently twenty-one iwi radio stations that receive operational funding from Te Māngai Pāho.⁴ In 2005/06, Te Māngai Pāho funded these iwi stations to deliver eight hours per day of Māori language content in their daily broadcast schedules. This amounts to over 55,000 hours of Māori language programming for the year across these stations. A further five stations broadcast on frequencies reserved for the promotion and protection of the Māori language, but do not receive operational funding from Te Māngai Pāho

The findings of the HML 2006 Survey reported that access to iwi radio in 2006 was high, although it had slightly decreased since 2001. In 2006, around 74% of Māori adults were aware that they could receive an iwi radio station in the area that they live (compared to 76% in 2001). Of the Māori adults who were aware that they had access to an iwi radio station, approximately 70% listened to iwi radio (compared to 73% in 2001).

Māori adults with higher Māori language proficiency are more likely to listen to iwi radio stations than less proficient speakers. When these people were asked why they didn't listen, the most frequent answer given was that they "can't understand Māori" (43%), rather than a direct preference for other types of radio stations (18%).

The majority (67%) of people who listened to iwi radio did so at least once a week. This is a decrease from 74% of Māori adults who were listening to iwi radio at least once a week in 2001.

TABLE 1: FREQUENCY OF LISTENING TO IWI RADIO

Frequency of Listening	Percentage of Listeners ⁵	
	2001	2006
Every day	32%	28%
Every 2-3 days	19%	20%
At least once a week	23%	19%
At least once every two weeks	6%	8%
At least once during the last four weeks	9%	10%
Not at all in the last four weeks	9%	14%

Source: HML 2001 Survey, HML 2006 Survey.

In addition to the decrease in frequency of listening, people are also tuning in to iwi radio for shorter periods of time. In particular, the proportion of people listening to iwi radio for less than an hour a week has increased from 19% in 2001 to 24% in 2006.


TABLE 2: DURATION OF LISTENING TO IWI RADIO IN A WEEK⁶

Listening Duration	Percentage of Listeners ⁷	
	2001	2006
Less than an hour	19%	24%
1-5 hours	45%	47%
6-10 hours	14%	13%
11-20 hours	9%	6%
21-30 hours	6%	5%
31-40 hours	3%	2%
41 hours or more	3%	3%

Source: HML 2001 Survey, HML 2006 Survey

The patterns shown in Table 2 may reflect wider changes in audience engagement with the medium of radio.

Attitudes Towards Iwi Radio

In 2006, Te Puni Kōkiri undertook an attitudinal survey about the Māori language. The respondents to this survey strongly agreed that "the Government's support for Māori radio stations is a good thing." Ninety-five percent of Māori and 75% of non-Māori strongly agreed or agreed with this statement.⁸

MĀORI LANGUAGE ON TELEVISION

Data from the HML 2006 Survey indicated that 71% of Māori adults watched a Māori language programme on mainstream television in the four weeks prior to being interviewed.⁹ Of these people, almost three quarters (73%) watched a Māori language programme at least once a week. This is similar to the viewing frequency in 2001 (72%). However, there has been an increase in the number of people watching every day, which has grown from 20% in 2001 to 28% in 2006.

Also of note here is the relationship between those people who frequently watched Māori programming and those with high Māori language proficiency: 39% of viewers who watched every day had a listening proficiency of 'very well or well'. This finding is even more significant given the small number of people with these high levels of listening proficiency.

TABLE 3: FREQUENCY OF WATCHING MĀORI LANGUAGE PROGRAMMES ON MAINSTREAM TELEVISION

Frequency of Watching	Percentage of Viewers ¹⁰	
	2001	2006
Every day	20%	28%
Every 2-3 days	12%	17%
At least once a week	40%	28%
At least once every two weeks	12%	10%
At least once during the last four weeks	15%	16%

Source: HML 2001 Survey, HML 2006 Survey



Many respondents (30%) to the HML 2006 Survey reported that they were watching more Māori language programmes on mainstream television than they were in the previous year. While most reported they were watching 'about the same' (44%), some also reported they were watching less (17%).

In 2006, the Māori Television Service reported that it reached 90% terrestrial coverage of New Zealand's total population. It also reported that 66% of its broadcasts were Māori language programmes.¹¹ Data from the 2006 Attitudes Survey showed that 95% of Māori and 70% of non-Māori supported the establishment of the Māori Television Service.¹²

Over half of HML 2006 Survey respondents (56%) reported they had watched Māori Television in the four weeks prior to being interviewed. This finding is similar to Māori Television audience polls which indicate that approximately one in two Māori aged five years and over are watching its programming.¹³ The programmes most frequently watched by HML 2006 Survey respondents included:

- Te Kaea (29%);
- Kai Time on the Road (27%);
- Documentaries (25%);
- Ask Your Aunty (20%); and
- Code (17%).

Data from the HML 2006 Survey also showed that 43% of Māori adults were satisfied to some extent by the amount of Māori programming on television.¹⁴ This represents an increase of 16 percentage points since 2001 when only 27% were satisfied with the amount of Māori programming.

TABLE 4: SATISFACTION WITH THE AMOUNT OF MĀORI PROGRAMMING ON TELEVISION

Satisfaction Level	Percentage of Māori Adult Population ¹⁵	
	2001	2006
'Very satisfied' and 'satisfied'	27%	43%
'Neither'	35%	29%
'Dissatisfied' and 'very dissatisfied'	38%	23%

Source: HML 2001 Survey, HML 2006 Survey

KEY FINDINGS

Overview of opportunities and engagement in Māori language broadcasting:

Iwi Radio

- Approximately three quarters of Māori adults were aware that they could access an iwi radio station in the area that they lived. 70% of those with access tuned in to iwi radio.
- Individuals with higher Māori language proficiency were more likely to listen to iwi radio.
- The most frequent reason given for not listening to iwi radio was that the respondent couldn't understand Māori.
- There has been a decrease in both the frequency and the duration that people listen to iwi radio since 2001.



Māori Language on Television

- 71% of Māori adults watched Māori language programming on mainstream television. 73% of these people watched at least once a week.
- There has been a significant increase in the number of people watching Māori language programming on mainstream television on a daily basis.
- 30% of Māori adults are watching more Māori language programmes on mainstream television than a year ago, while 17% are watching less.
- 56% of HML 2006 Survey respondents reported they had watched Māori Television.
- The level of satisfaction with the amount of Māori programming on television has increased from 27% to 43% since 2001 (an increase of 16 percentage points).

DEVELOPMENTS IN MĀORI LANGUAGE BROADCASTING

The choices made by people to watch and listen to Māori language broadcasting can be affected by the availability, quality and the perceived value of broadcasts. To that end, the Māori broadcasting sector must continually work to maintain and improve the availability and quality of its services. It must also ensure that timely information about its services is readily available.

There have been two key developments in the Māori broadcasting sector since the launch of the MLS in 2003 that seek to provide direction and coordination for policy and operational aspects of the sector. These are the Māori Broadcasting and E-Media Strategy Framework (the Framework) which has been developed by Te Puni Kōkiri (in consultation with the broadcasting sector), and the Purchase and Funding Framework developed by Te Māngai Pāho.

Māori Broadcasting and E-media Strategy Framework

The Framework has recently been developed by Te Puni Kōkiri, in consultation with the Māori broadcasting sector, to coordinate and strengthen Māori broadcasting and e-media activities across Government.

The Framework sets out some key principles, outcomes and actions to support the development of Māori broadcasting and other electronic media. The principles provide guidelines for policy development and sector engagement. They are largely modelled on the principles in the public broadcasting programme of action, to ensure a consistent approach across government's engagement in the broadcasting sector. The outcomes reflect a strong focus on the promotion of Māori language and culture. In addition, they incorporate economic and social outcomes. The outcomes are:

- increase Māori language use and proficiency, particularly in the home;
- support participation in information technology and communication industries (ICT) and contributing to growing innovative and entrepreneurial communities; and
- value Māori language and Māori culture as an integral part of New Zealand's national identity.

The Framework also sets out some intermediate outcomes which help refine broadcasting priorities in terms of access, quality and focus. These intermediate outcomes provide direction about the ongoing work programme to strengthen this sector.¹⁶



Purchase and Funding Framework

Te Māngai Pāho annually distributes a significant amount of funding for Māori radio, television and music. To ensure that this funding is effectively promoting Māori language and culture, Te Māngai Pāho has developed a Purchase and Funding Framework that targets various audiences who contribute to Māori language revitalisation. This includes providing:

- fluent speakers with an environment where the language is used across all areas of their life;
- second language learners with programmes that support their efforts to extend their language skills; and
- receptive audiences with a mix of opportunities to reinforce their interest and encourage them to pursue their own Māori language goals.

Within each of these audiences, Te Māngai Pāho has identified priority groups who will be targeted and those programmes that are funded must broadcast at 'prime time' for these priority audiences.¹⁷ For example, a Māori language programme for fluent children (tamariki) would screen in the morning or during the mid-afternoon.

In 2007/08, Te Māngai Pāho will continue to assess and refine this funding approach to ensure that it is effectively supporting the promotion and protection of the Māori language and culture.

TABLE 5: TE MĀNGAI PĀHO PURCHASE AND FUNDING FRAMEWORK PROGRAMME EXPECTATIONS AND PRIORITIES

Audience	Minimum Programming Expectations		Priority Group	
Fluent speakers of Māori	Language level	Fluent	1	Tamariki
	Language content	70%	2	Rangatahi
	Cultural content	Low-high	3	Kaumātua
	Forecast funding allocation 2007/08	25%	4	Pakeke
Second language learners	Language level	Capable	1	Rangatahi
	Language content	30%-70%	2	Whānau
	Cultural content	Low-medium	3	Tamariki
	Forecast funding allocation 2007/08	30%	4	Pakeke
Receptive audiences	Language level	Beginners	1	Whānau
	Language content	Up to 30%	2	Rangatahi
	Cultural content	Medium-high	3	Tamariki
	Forecast funding allocation 2007/08	45%	4	Pakeke



Television

Perhaps the most notable change to the Māori language broadcasting landscape since 2001 has been the launch of the Māori Television Service in 2004. The Māori Television Service has increased the visibility of the Māori language and culture exponentially in New Zealand.

Radio

In terms of iwi radio, there have been a number of developments which have been largely led by Te Whakaruruhau o Ngā Reo Irirangi o Aotearoa¹⁹ (Te Whakaruruhau) and supported by the Government in various ways. Of particular note are the following:

- Industry needs analysis and training – In 2002, a training needs analysis was undertaken for iwi radio. The findings from this work indicated a need for intensive training within the industry. Funding for training purposes has since been provided through Te Māngai Pāho.
- Audience Research – Te Māngai Pāho has commissioned two regional audience surveys to identify and refine target group programming. This research has also informed the effectiveness of strategies in terms of the revitalisation of the Māori language.
- Web-streaming – In 2003, Te Whakaruruhau and Te Māngai Pāho launched Irirangi.net. This initiative allows listeners both national and international access to their local radio station via the internet. The website also provides contextual information about the individual stations and Māori radio as a whole.

Digital Future

Some of the most recent developments in Māori broadcasting relate to issues of digital content and platforms. The digital future offers unprecedented opportunities to encourage Māori creativity and innovation, for Māori stories and storytellers to reach global audiences, and for greater connectedness within Māori communities.

In 2005, the Government launched the Digital Strategy to ensure that ICT opportunities are maximised. The National Library has also led the development of a Digital Content Strategy which was launched in 2007. The Digital Content Strategy considers the ways which New Zealand creates, protects, accesses, shares, manages and understands information that is available through digital networks.

Te Puni Kōkiri has been working closely with broadcasting agencies and stakeholders to ensure that issues around the impact and opportunities presented by digital technology for Māori broadcasting can be fully considered within both these strategies.

KEY FINDINGS

Overview of recent developments in Māori broadcasting:

Overall

- Over \$65 million was spent in 2005/06 by the government broadcasting sector on activities that support Māori language revitalisation in some way.
- Further funding of \$23m was allocated to the Māori Television Service in Budget 2007.
- A high proportion of both Māori and non-Māori have positive attitudes towards the Government's support of Māori broadcasting.



Sector Coordination, Effectiveness and Efficiency

- The Māori Broadcasting and E-media Framework has been developed.
- Te Māngai Pāho has developed a Purchase and Funding Framework that targets key audiences who support Māori language revitalisation.

Development Activities

- Since its launch in 2004, the Māori Television Service has increased the visibility of the Māori language and culture in New Zealand.
- Some key developments in Māori radio include an industry needs analysis and training, audience research, and web-streaming.
- The impact and opportunities presented by digital technologies for Māori broadcasting are being considered through the Digital Strategy and Digital Content Strategy.

CONCLUSIONS

The broadcasting sector plays an important role in increasing Māori language acquisition, use and status. The availability of the Māori language through radio and television in the home can foster the process of intergenerational language transmission through the incorporation of Māori language in everyday activities.

The Government makes a significant annual funding contribution to Māori broadcasting that has increased markedly since 2001, in particular through increased funding for Māori Television. Government funding contributes to the increased supply of Māori language programming on television and radio that is available for consumption.

The various surveys undertaken by Te Puni Kōkiri show that the rate of uptake of Māori language programming among Māori has remained consistently high over the last five years, and there is increased support among the general population.

Policy and operational work has been undertaken to consolidate the developments in Māori broadcasting over the last twenty years, with a view towards positioning Māori in the digital era. The convergence of technology will change the face of broadcasting over the next twenty years, and it will be important to ensure an ongoing Māori voice, in the Māori language, through this period.



END NOTES

1. Te Māngai Pāho/Māori Broadcasting Funding Agency. 1994. *Report on 1994 Consultations. Context and Policy for Funding Māori Broadcasting*. Te Māngai Pāho, Wellington.
2. Burns, D. 1997. *Public Money, Private Lives: Aotearoa Television – the inside story*. Reed Books, Auckland.
3. Based on information released on the Māori Television Service Website, www.maoritelevision.com
4. A further five stations broadcast on frequencies reserved for the promotion and protection of the Māori language, but do not receive operational funding from Te Māngai Pāho.
5. All components may not add to 100% due to rounding.
6. The HML surveys asked how many hours altogether the respondent listened to Māori radio in the last week that they tuned in.
7. All components may not add to 100% due to rounding.
8. Te Puni Kōkiri. 2006. *Attitudes towards the Māori Language*. Te Puni Kōkiri: Wellington.
9. This includes programmes such as Mai Time, Marae, Pūkana, Te Karere, Tikitiki, Tu Te Puehu, Waka Huia, and Whānau which are screened on Television New Zealand and TV3.
10. Refers to the percentage of viewers who have watched a Māori language programme on mainstream television in the four week prior to being interviewed. All components may not add to 100% due to rounding.



11. Māori Television. 2006. *Māori Television Annual Report 2006*. Auckland.
12. Te Puni Kōkiri. 2006. *Attitudes towards the Māori Language*. Te Puni Kōkiri, Wellington.
13. Based on information released on the Māori Television Website www.maoritelevision.com
14. This refers to Māori programming on mainstream television and Māori television combined.
15. All components may not add to 100% due to rounding.
16. For more information on the Framework contact Te Puni Kōkiri.
17. Te Māngai Pāho explains in its Statement of Intent that 'prime time' does not relate to the commersion ratings-hours favoured by mainstream broadcasters, but to the optimum broadcast time for the target audience. Therefore, prime time for tamariki will be different to that for pakeke.
18. Te Māngai Pāho. 2007. *Te Māngai Pāho Statement of Intent 2007-2012*. Te Māngai Pāho, Wellington.
19. This is a collective body who represent most iwi radio stations.



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