



## **Pasifika On Air - Original Format Pilot Initiative 2025/26**

### **Request for Proposals (RFP)**

#### **Supporting Pacific broadcasters to create Replicable Pacific Format Series**

**Issued: December 2025**

#### **Introduction**

Pacific Cooperation Broadcasting Limited (PCBL), through the Pasifika On Air initiative, invites PCBL affiliated Pacific broadcasters to submit proposals for the development and production of pilot episodes of original, replicable format-based series. Each successful applicant will be awarded NZD \$75,000 to produce a minimum of three pilot episodes and an associated format bible, thereby contributing to the creation of original intellectual property capable of being licensed, adapted, or reproduced across Pacific nations and its global diaspora. All funding agreements must be executed and delivered by June 30, 2026, and delivery schedules will be confirmed in consultation with PCBL. This content will be produced with exclusive rights granted to PCBL Pasifika TV for first play, after which it will be distributed on the local broadcaster's platform.

#### **Purpose of the initiative**

This initiative seeks to grow Pacific-owned intellectual property (IP), strengthen production capability within Pacific broadcasters, and support the development of content designed for adaptation across multiple Pacific Island markets. It also aims to position selected projects for future funding, commercial partnerships, and conference showcases, while encouraging regional collaboration and content exchange. PCBL plans to select up to three pilot-format projects.

#### **Funding overview**

Each project will receive NZD \$75,000, which must cover pilot production, research and development, mentorship participation, completion of the format bible, and all required delivery materials. Additional co-funding or in-kind support is welcome.

## **Key deliverables**

Funded broadcasters must deliver a minimum of three pilot episodes either 30 minutes or 60 minutes in duration per episode, that clearly demonstrates the series structure, tone, creative potential, audience appeal, and adaptability for other Pacific markets. They must also provide a professional format bible that includes a detailed episode structure, wider series outline, format mechanics, production and talent requirements, relevant cultural protocols, and clear guidelines for replication across Pacific nations. A brief sustainability plan is also required, outlining future season pathways, licensing opportunities, potential co-production or regional expansion, and the project's readiness for conference or pitching environments.

## **Eligibility**

Applications are open only to PCBL affiliated Pacific broadcasters for the 2025/26 round. Broadcasters may partner with independent producers but must serve as the lead applicant. Creative teams are expected to reflect the cultures represented on screen, and applicants must demonstrate either in-house production capability or support through strategic partnerships.

## **Scope and priorities**

Projects must focus on the creation of original format concepts, including but not limited to talent or performance competitions, community or youth challenge programmes, factual-entertainment series, cultural or knowledge-based game shows, or hybrid formats grounded in Pacific cultural contexts. Adaptations or re-versions of international formats will not be eligible for consideration.

All proposals must clearly demonstrate their capacity for replication across Pacific markets, supported by simple and scalable production mechanics, cultural adaptability, and cost-effective pathways for re-production by other broadcasters. Preference will be given to projects that strengthen internal broadcaster capability, enhance production expertise, and promote collaboration with local creative practitioners. Proposals should also present credible potential for future development, commercial or funding pathways, participation in regional screen events, and wider cross-island engagement.

Applicants proposing competition-based formats are advised that project budgets may not be used for prize winnings or prize money under any circumstances.

### **Timeline**

- **RFP release:** Friday, December 12, 2025
- **Q & A session:** Wednesday, December 17, 2025 **3-4pm NZT**
- **Applications close:** Thursday, January 15, 2026 **4pm NZT**
- **Successful projects will be notified:** February 4, 2026.
- **Delivery Deadline:** June 30, 2026

### **Application requirements**

Applications must include a verbal pitch or video of up to five minutes outlining the concept, its replication potential, the broadcaster and team's strengths, and its cultural relevance.

Applicants must submit a one-page synopsis describing the story, themes, and intended audience, as well as a one-page project overview detailing the format structure, tone, episode outline, replication potential, and cultural approach.

A detailed budget is required, specifying how the NZD \$75,000 will be used, along with the production timeline, partnerships, external or in-kind support, and marketing or engagement plans.

Applicants must also provide bios for the key personnel involved, including producers, directors, writers, and talent, with links to previous work where available. Optional materials such as sample footage, creative decks, or writing samples may also be included.

### **AI use in Pasifika On Air applications**

With the rapid rise of Artificial Intelligence (AI) technologies in content development and screen production, PCBL is increasingly focused on understanding how applicants are incorporating AI into their creative and operational processes. For all Pasifika On Air proposals, particularly in this round focused on format pilot content, applicants must clearly describe any intended use of AI at the application stage.

This includes whether AI is being used for administrative tasks such as proofreading, or for creative development such as generating storyboards, treatments, visual concepts, or proposal imagery. Capturing this information early enables PCBL to ensure that AI use aligns with our mandate to strengthen Pacific media capability and uphold culturally authentic, locally led storytelling. Please note that AI should not replace human knowledge, creativity, or capability in the development of content, but it may be used to help articulate, visualise, or present a clearer representation of the intended concept.

### **Assessment criteria**

Projects will be assessed on creative strength, including originality, clarity, robustness of the format, cultural authenticity, and audience appeal.

Feasibility will be evaluated based on the production capacity of the broadcaster, the practicality of the timeline and budget, and the suitability of identified partnerships.

The sustainability and regional potential of the concept will also be considered, including its adaptability across Pacific markets, prospects for future licensing or expansion, and its overall contribution to the Pacific broadcasting ecosystem.

### **Reserved rights and terms**

The following terms and conditions apply to this RFP and the RFP process:

- a. You are responsible for all costs associated with preparing and submitting your proposal.
- b. You confirm that all information you provide is complete, true, and accurate.
- c. PCBL may rely on any statements made in your proposal.
- d. PCBL may amend, suspend, cancel, or re-issue the RFP at any time.
- e. PCBL may change any part of the RFP, including key dates, but will give all submitters reasonable time to respond to any changes.
- f. PCBL may accept late proposals and may waive any irregularities or informalities in the RFP process.
- g. PCBL may request clarification of any proposal and may meet with any submitter.
- h. PCBL is not required to accept the lowest-priced proposal or any proposal submitted.
- i. If no proposal is acceptable, PCBL may negotiate with one or more

submitters.

j. Both parties agree to take reasonable steps to protect each other's confidential information.

k. PCBL's obligation to protect confidential information is subject to the New Zealand Official Information Act 1982 and other legal, parliamentary, and constitutional requirements.

l. No binding legal relationship is created by this RFP. A proposal is only accepted once both parties have signed a funding contract.

m. This RFP consists of this document and any additional information PCBL provides to submitters.

n. The RFP process is governed by the laws of Aotearoa New Zealand.

o. By submitting a proposal, you are deemed to have read, understood, and accepted these terms and conditions, including any additional terms that may apply.

### **Submission details**

Applications must be submitted through PCBL via email to [poa@pcbl.co.nz](mailto:poa@pcbl.co.nz). The submission deadline is **Thursday, January 15, 2026 at 4:00pm NZT**. Applicants will receive an automated confirmation upon submission. No late applications will be accepted.