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TELEVISION

2004

Māori Television, n.d.

About Māori Television

Māori Television is New Zealand's indigenous broadcaster, providing a wide range of local and international programmes for audiences across the country and online.

Our Vision

Māori language is a taonga (treasure) at the heart of Māori culture and New Zealand's unique cultural identity. Our vision is for Māori language to be valued, embraced and spoken by all.

Launched in 2004, Māori Television has two key long-term objectives:

- To significantly contribute to the revitalisation of the Māori language; and
- To be an independent Māori television service that is relevant, effective and widely accessible.

Our Values

Underpinning these objectives are our values:

- Kia tika - being professional, maintaining high standards
- Kia pono - being truthful, honest and acting with integrity
- Kia aroha - being respectful and empathetic
- Kia Māori - maintaining and upholding core Māori values

Strategic Direction

Our strategy is based on inclusivity - building a connection to Māori culture for all New Zealanders. We achieve this through the delivery of unique locally made programmes, good quality in-house programmes, free-to-air sport, intelligent and entertaining international programmes and coverage of events of significance to all New Zealanders.

Accountability

Beyond the New Zealand public, Māori Television has two key stakeholder groups: The Crown (through the Minister of Māori Affairs and the Minister of Finance) and Te Pūtahi Pāoho (Māori Electoral College).

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Our founding legislation, The Māori Television Service Act 2003, ensures our commitment and statutory obligation to:

- Be a high quality, cost effective television provider which informs, educates and entertains;
- Broadcast mainly in the Māori language;
- Consider the needs of children participating in immersion education and anyone else learning Māori.

Through our range of programmes, Māori Television endeavours to show our place in the world and our world in one place.

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