

Do you agree with the way this paper defines convergence? Why/why not?

The definition reflects the development of convergence to date.

It requires to be tweaked to recognise how interactive productions come within this definition. Interactive productions are created through a combination and collaboration of diverse content across multiple platforms including software

Do New Zealand's current regulations and policies need to change to account for convergence? Why/why not?

Yes, please refer to the green paper.

Any changes must ensure maximum flexibility and choice to cater for different and evolving business models.

There must be proper research and consultation on interactive productions as well as the video games industry.

We have also read the NZGDA comments on a study of interactive productions and the video games industry and agree with the comments made.

Do you agree with the proposed convergence work programme?

Any proposed convergence work programmes should also consider funding for interactive productions and video games.

The resulting research and consultation as discussed above should be used to form a strategy which will involve reexamining the roles and tasks of government agencies in these areas.

For film and TV makers, their productions must include interactive applications and outreach to build audiences. This needs to be properly funded.

Should the Government be doing anything else to address convergence?

Government must ensure especially decision makers and facilitators are trained to understand the nature, scope and potential of interactive productions. It is essential that the digital future be fully embraced at a senior level so that this can filter down to informed decision-making and practice.

Supporting organizations that are endeavoring to provide training and upskilling in these areas. They can continue to do training and facilitate the development of new content. We note that our organisation, Documentary NZ Trust, has been working in this area through its annual Doc Lab which began in 2010, Screen Edge Forum and the new Story Edge platform for training, development and exhibition of interactive digital productions. Story Edge is New Zealand's own home grown and leading interactive digital production training and exhibition strategy and programme. This is developed by Documentary NZ Trust and inspired by the work done by the National Film Board of Canada as well as Tribeca Institute. NZ Film Commission and NZ On Air are providing some support to the Trust to develop this

We also agree that there should be a sustaining Interactive Media and Games Fund.

What barriers are you aware of that prevent you from benefiting from, or responding to, convergence?

Barriers:

- a. Very little or no funding and support within government programmes like NZ On Air in its support for digital productions
- b. Cross sector consultations and development that can foster collaboration
- c. Appropriately trained staff that can think beyond their traditional sectors groupings with appropriate skills to create interactive productions
- d. Industry training to equip existing filmmakers with new skills and to foster better understanding of the future landscape of filmmaking
- e. Tertiary training that reflects the need for graduates to complete their screen sector training with an understanding of digital story-telling and production

Name

Alex Lee & Dan Shanahan

Organisation

Documentary NZ Trust