

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

I do agree that the paper has captured the fast changing environment and the need for aligning policy and regulation to a different work.

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

Yes I do but I think we should also be mindful that other dangers may exist in aligning policy and regulation. And that in particular deals with Broadcasting Act 1989.

SunPix are the Producers of Tagata Pasifika which for 28 years has aired on Sunday mornings. We fear that commercialisation of Sunday morning will edge Maori and Pasifika off general networks, as there is no commercial interest there at the moment.

That would be the danger of alignng regulations (like non commercial Sunday mornings) of older distributions like television to digital ones could end up with poorer diversity on our screens. And I mean the digital ones too because if these shows lose their in the mainstream schedules, they are lost to the community as a whole.

Do you agree with the proposed convergence work programme?

We thank you for the opportunity to make a submission.

Should the Government be doing anything else to address convergence?

I think you have it well covered.

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

I think businesses like SunPix are always looking for opportunity to work in the digital domain. We welcome the Government's work in this area to make it easier

Name

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Organisation

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