

SMART ECONOMY GRANT

Supporting innovative ICT commercial ventures

Local, 'live' and 'on demand' - SMART Economy grant supports new TV and radio channel

The Ministry of Finance and Economic Management (MFEM) is pleased to announce that the Government's SMART Economy Scheme (SMART) is helping fund an exciting new local television and radio channel.

Nesia Limited (Nesia) will use the existing Moana TV license and 88fm signal to establish a new dual radio and television channel providing both live and 'on demand' local content - a first for the Cook Islands. The new channel, which currently has a live test signal on Moana TV called tumuTeVarovaro, will provide a live radio and TV station simultaneously, also accessible via a new App which will enable people to either enjoy live broadcasts or tap into a content library from any internet-enabled device.

MFEM Financial Secretary Garth Henderson says Nesia's initiative is a perfect example of how SMART funding enables local businesses to leverage recent internet and telecommunications advances to innovate and contribute to the Cook Islands' digital economy. "SMART primarily serves as a catalyst for

the private sector to capitalise on the step-change in internet connectivity brought by the Manatua Cable, supported by a competitive, regulated telecommunications market to



To date, the Smart Economies Grant panel has approved **17 applicants.**

The Smart Economies Initiative has a budget of \$2 million.

grow the digital economy," he says. "This new, local radio and TV channel will utilise this new technology while also increasing the amount of 'home-grown' content available to Cook Islanders here and abroad."

Nesia General Manager George Williams says: "The entertainment market is changing, and demand is increasing for real-time music, fashion, sports and educational content. This SMART grant allows our business to be innovative and think outside the square by launching a local alternative to international on-demand channels. Our content will include real-time music, music videos, other local entertainment, and current affairs. We'll be able to produce fresh podcast material daily."

Nesia has already confirmed Vodafone's support for this new venture and secured approval to access the Moana TV network. They plan to engage local talent to build the new App through a tender process. Once launched the new App will initially be available free on both Apple and Android platforms.