

# whitebait tv

Whitebait-TV is a modern, purpose built 2036m<sup>2</sup> world class television production and post production facility.

The spacious and client focussed Whitebait-TV facility opened in early 2009 and is the first of its kind in New Zealand. It features two television studios including one of the largest in the country at 594m<sup>2</sup>. The control room is capable of broadcasting live to national and international networks.

With chandelier lined corridors, production offices, beautifully appointed greenrooms, wardrobe, makeup and art departments the facility is fully equipped and provides an extensive range of production and post production services including editing, audio post production and animation.

Whitebait-TV is a highly experienced team, proudly producing successful and creative work over the past decade for businesses and television networks.

Currently on air is **WHAT NOW**, a 2 hour live show, NZ's longest running and highest rating children's programme, **the Erin Simpson show**, screening weekdays and **ANIMAL ACADEMY** a weekly show.

At the helm is Janine Morrell-Gunn, the powerhouse behind the business and producer of many iconic NZ TV programmes over the past 20 years and Jason Gunn, who after 21 years on the box is one of the most recognisable NZ television presenters.

At Whitebait TV we are passionate about making good telly. We are a diverse bunch of experienced industry professionals that are good at what we do. We are always striving to raise the bar and exceed client expectations.

And most importantly we want you to have an enjoyable experience making great telly with us!

## at a glance

- Hornby Studio 594m<sup>2</sup>
- Ilam Studio 120m<sup>2</sup> with green screen and infinity wall
- Both studios are connected to a Control Room that is able to broadcast live to National and International Networks.
- Production Offices
- 3x green rooms with bathrooms (able to be opened up to one large area 80m<sup>2</sup>)
- Landscaped Client Lounge / Atrium with bar and kitchen facilities
- Makeup Room (40m<sup>2</sup>) with 6 stations and a hairdressers seat and wash basin
- Wardrobe Department
- Art Department
- Equipment Storage and Workshop
- Crew Room
- 3 Avid Edit Suites and viewing theatre
- 2 Audio Suites (multi person and singular)
- Large Graphics Suite with 2D, 3D and web applications
- Tapes Library
- 3 Meeting Rooms
- 18ft Jimmy Jib Camera Crane
- Production and Post Production equipment and personnel available for hire

## touch base

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Reception



On set with The Erin Simpson Show

With some of the best creative television talent in NZ, the Whitebait-TV team are recognized as specialists in live to air children's, youth, Maori and music television.

## What Now

New Zealand's most popular childrens' television programme screening live every Sunday morning from 8am-10am on TV2. Peaking at a 61% audience share, with over 66,000 phone call and 10,000 unique web visitors every Sunday, What Now remains Number One and keeps New Zealand kids front and centre.



## Animal Academy

Hosted by Olympic gold medalist Sarah Ulmer and Willowbank Wildlife Reserve Head Ranger Jeremy Maguire, Animal Academy is an info-taining family show for people that love animals. Animal Academy screens Sunday nights at 7:30pm on TVNZ6.



## The Erin Simpson Show

Erin Simpson is your friend in the afternoon! A fresh, edgy, must-see half hour for teenagers every week day from 4:30-5:00pm on TV2. Hang out, chill and forget your cares while we make you laugh with the best TV show ever!



## archived productions



### Mission On Stage Challenge

3 series  
6 x half hour  
Schools' performance



### Kids Own Awards

2 series  
2 x 2 hours  
Children's TV Awards



### Wannabes

3 series  
6 x half hour  
Interactive pop talent quest



### Bumble

3 series  
250 x half hour  
Pre-school programmes  
Re-versioned for Japanese cable



### Jessie.com

2 series  
26 x 2 minute  
Comical interstitial  
Sold to Disney



### Tuhono

3 series  
13 x 1 hour live  
Bilingual Hip Hop magazine Show

# commercial & corporate

At Whitebait-TV our philosophy is simple - we come up with great ideas that get your brand noticed and most importantly boost sales!

Our eye is always on selling your product and ensuring that you get the best return on your marketing investment - whether your campaign is produced on a shoestring or you have a mountain of cash to invest!

It's about creating a commercial or DVD that gets your product:

- Noticed
- Remembered
- Talked About
- Trusted
- And most importantly Purchased!

## the whitebait way

Whitebait-TV can produce whatever you require from concept, to script, to screen.

- 1 We arrange a meeting to learn about your business and what and to whom you wish to communicate. This brief is taken to our creative team.
- 2 We brainstorm and return with creative options within an agreed budget. There are for you to consider - no obligation
- 3 When you commission an idea we draught an agreement and then deliver on time and to budget.

It's all about communication from start to finish.

We understand that the process is often as important as the final product.

## why advertise on telly?

The answers are solid and the results speak for themselves:

- More people are watching TV each week
- TV is the most talked about medium
- TV is the best profit generator - Whilst there has been no official NZ research, UK studies show that brands using TV advertising are 34% more profitable than those that don't *(Thinkbox 2009)*
- TV is becoming more effective every year - more channels mean more opportunities to right now target key demographics
- TV is great value - it costs less than ever to advertise

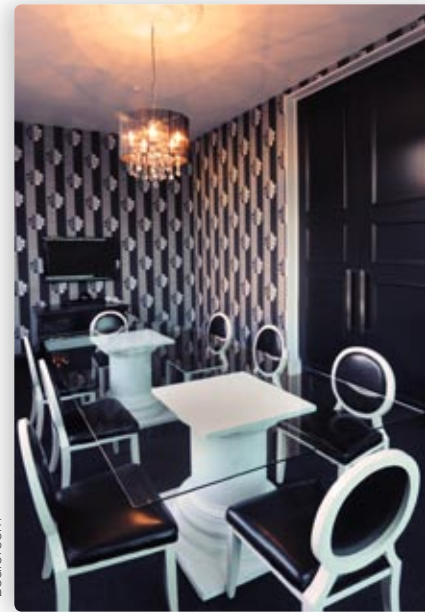
Invest ahead of your competitors and take the opportunity to grow your brand - it worked for the Mad Butcher!

## it's about people

At Whitebait we have a balance of age and experience and more colourful youth on our team, resulting in channelled energy, creativity and drive!



Green screen shoot



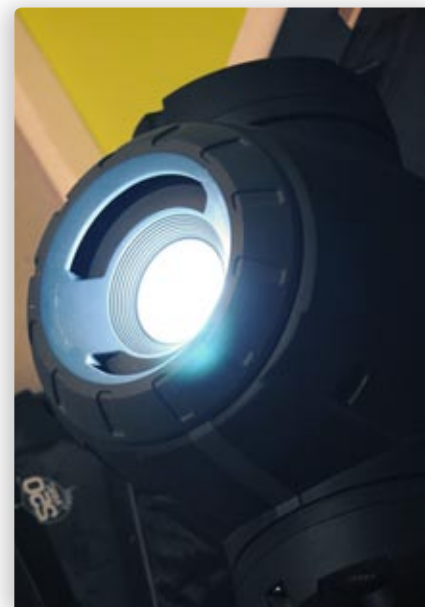
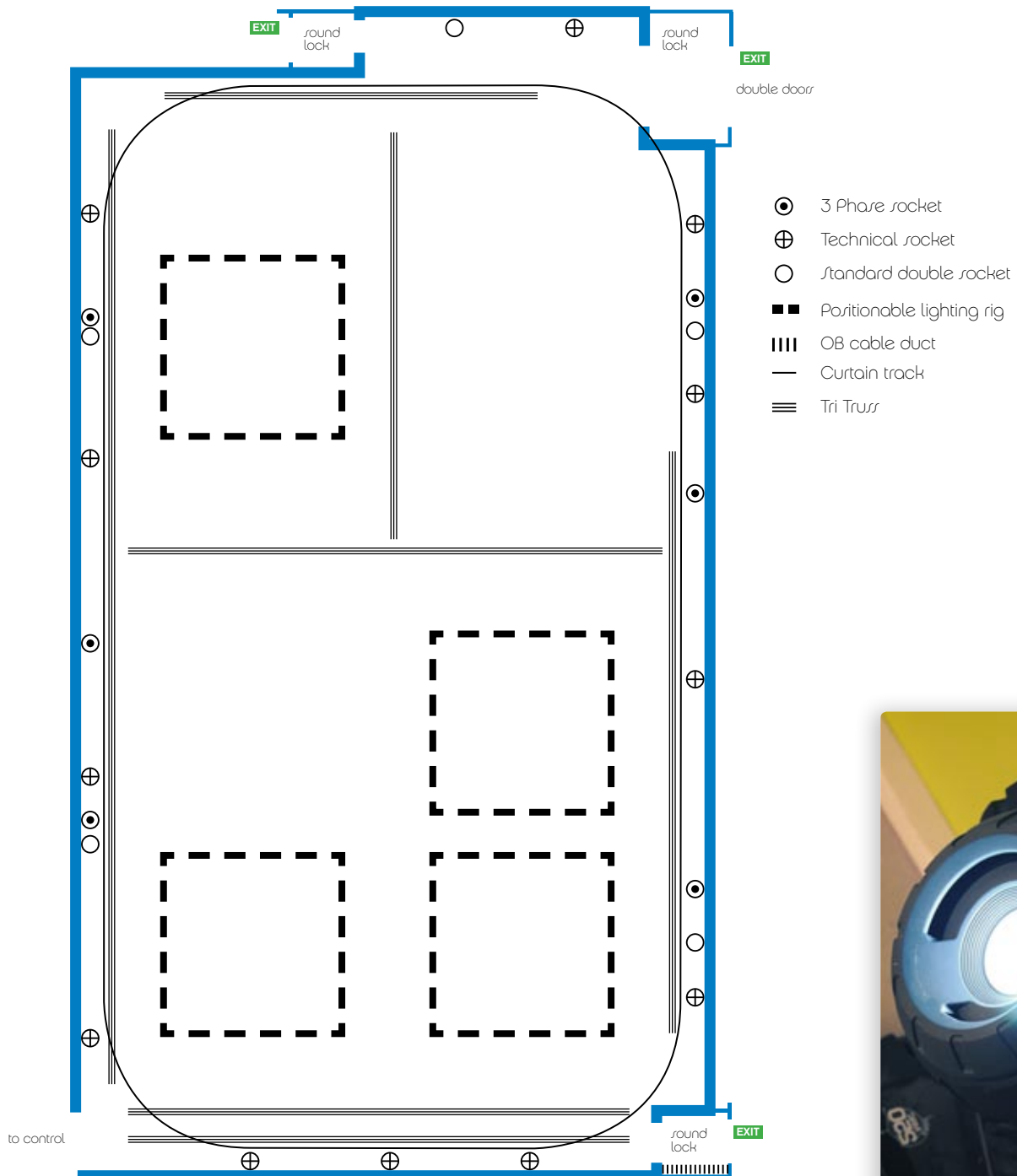
Boardroom



Part of the whitebaitTV team

# hornby studio

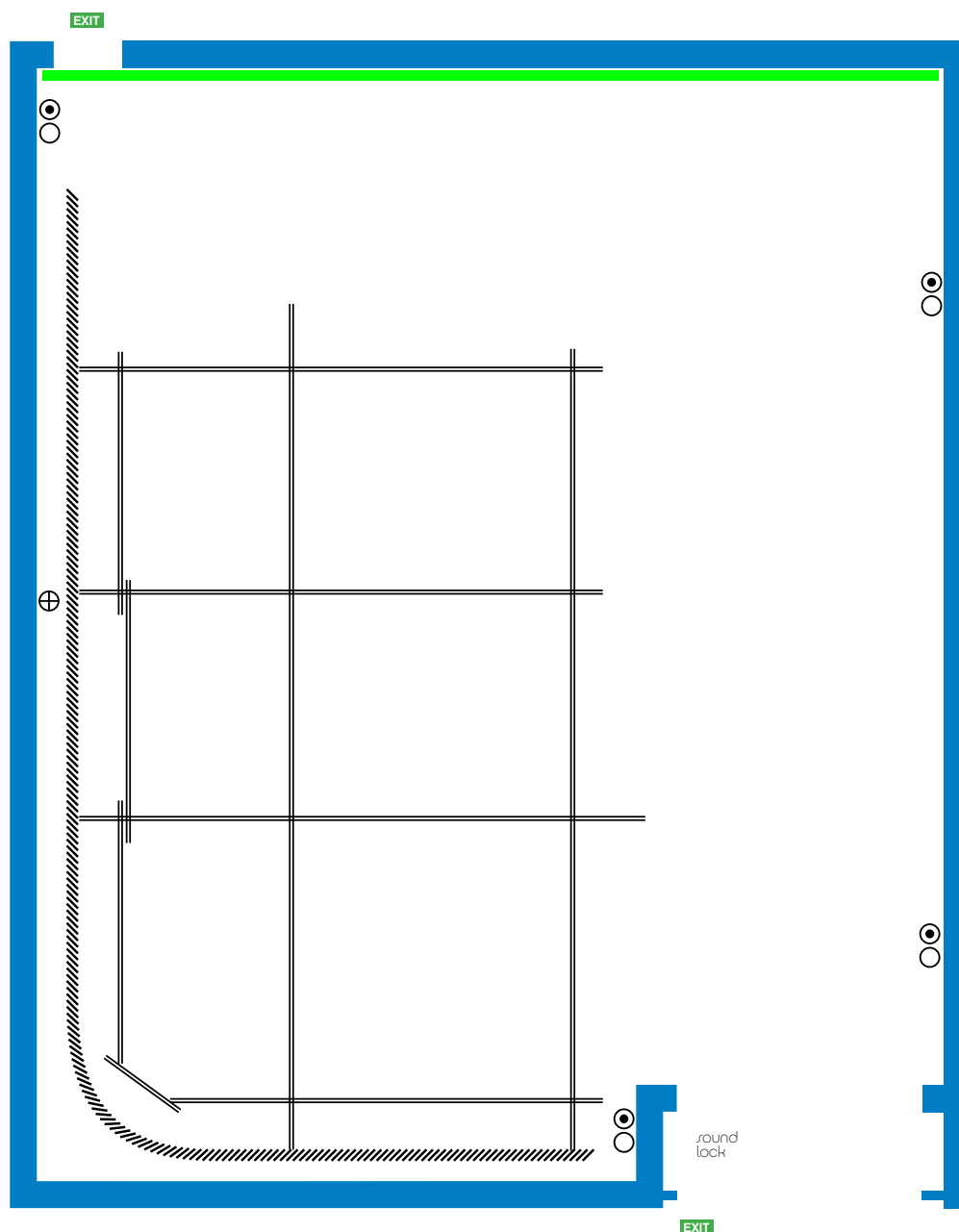
- Area - 594m<sup>2</sup>
- Size - 33m x 18m
- Height - 7.5m
- Lighting grid - Fully adjustable with max height 7m (vertically, horizontally and able to tilt)
- Lighting - Fully saturated including 14 intelligent lights
- Fitted with a positive pressure heat extraction system
- Power - 3 phase power, 400 amps per phase
- Portrum seating for 100 available
- Black and White curtains on rail
- Set Dock (door 3.5m high x 3m wide)
- Call centre available for additional cost with headsets for 13 people



# ilam studio

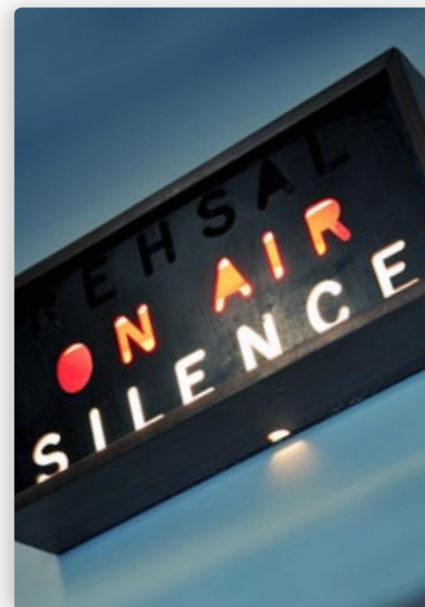
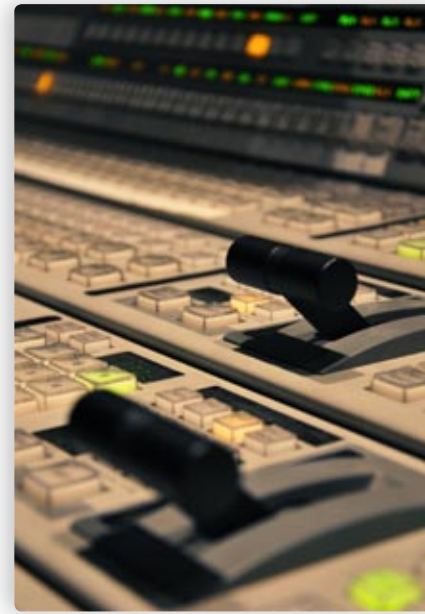
- Area - 120m<sup>2</sup>
- Size - 10m x 12m
- Height - 6.5m
- Lighting Rail
- Set Dock (door 3.5m high x 2.4m wide)
- Power - 3 phase power, 400 amps per phase
- Lighting can be arranged as required
- Black and White curtains can be arranged on request
- Green screen 9m wide x 6m high
- White Infinity Wall (8.5m x 5.8m x 6m)

- ⊙ 3 Phase socket
- ⊕ Technical socket
- Standard double socket
- Digital Green wall
- /// White Infinity wall
- == Lighting Truss

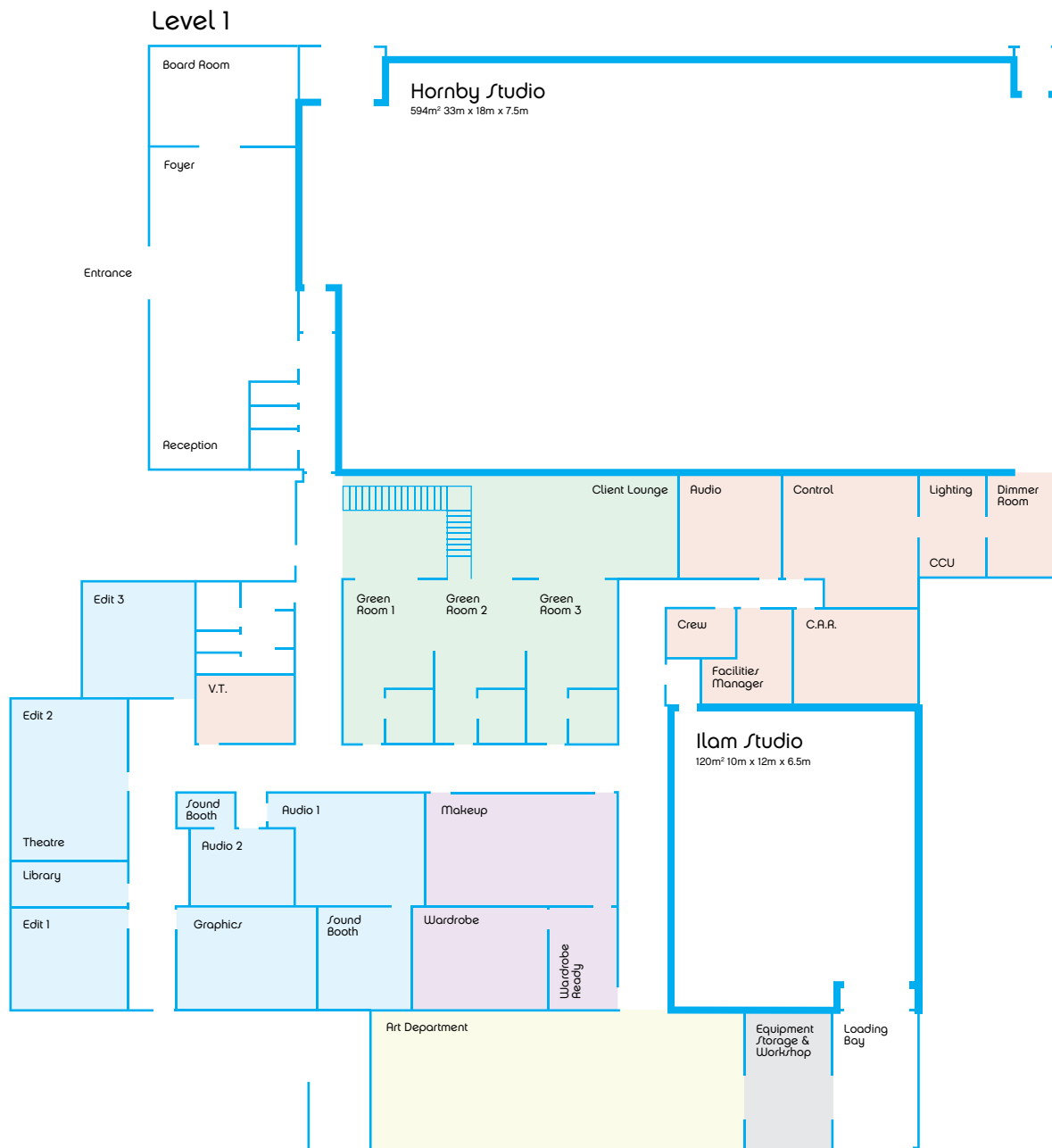


# control room

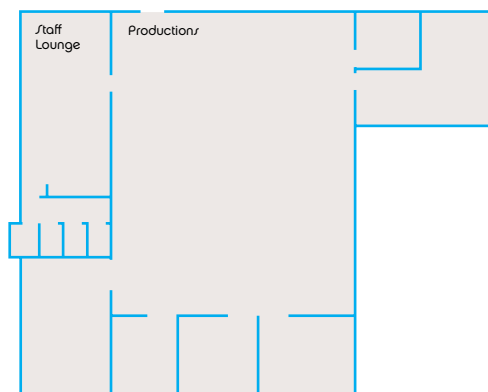
- Virion Mixer - Sony DVX 7000 36 inputs
- Audio Mixer - Innovaron SY40 48 mic inputs and 16 line inputs
- Cameras
  - 4 x Sony DXC 35
  - 1 x Sony 709
  - 2 x Sony DCR SR100 Mini cams
- 2 x SDI 4 channel embedders
- 2 x SDI 4 channel dembedders
- Clearcom Intercom System with 2 x Telt Units
- 3 line telephone hybrid system
- Tape decks
  - 1 x 4 channel EVI
  - 3 x Sony DVW 500 Digibeta
  - 1 x Sony PDW F75 HD cam recorder
  - 1 x Sony BVW 75P Betacam SP Recorder
  - 1 x Sony DSR 1500p DV Cam
  - 2 x DVD recorders
- Microphones
  - 6 x Lectrosonic Belt Packs
  - 5 x Countrymen B6 Lapels
  - 3 x Countrymen E6 Face Mics
  - 1 x Sennheiser hand held
  - 1 x Shure SM57
  - 1 x Shure SM58
  - 2 x Sony Shotgun Mics
  - 5 x Camera Mics fed down Triax
- In ear foldback monitors
  - 4 x Sennheiser IEB's with 2 transmission channels for receivers
- Gramms
  - 1 x 360 Systems instant Replay
  - 2 x CDJ Players
  - 1 x CD Player
  - 8 x Channel Gramms Deck
- FX Units
  - 1 x Yamaha SPX 990
  - 1 x TC Electronic M-One
- Foldback
  - 3 x Yamaha EMX Powered Mixers
  - 9 x Qwert QS 350 Speakers (2 Flying Cradles)



# floor plan



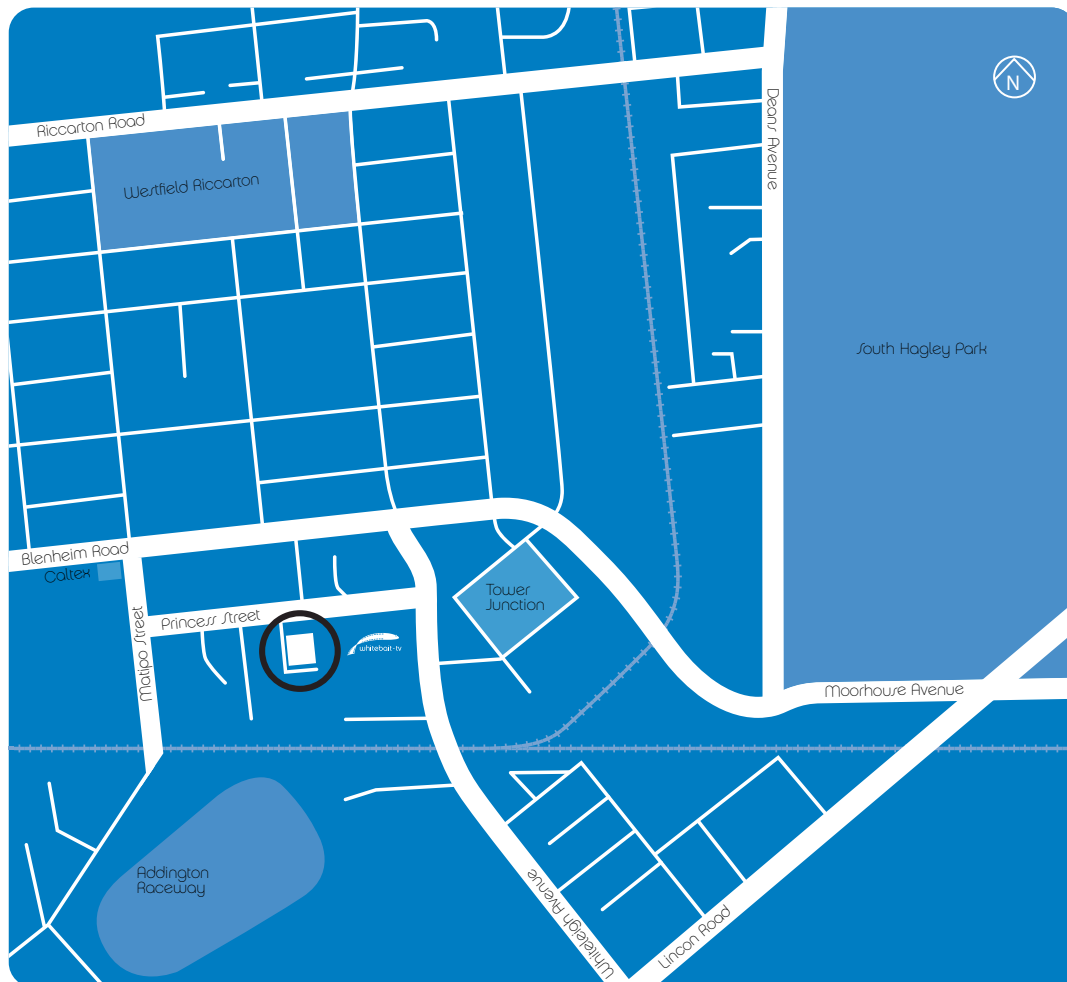
### Level 2



## contact

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## location



### whitebait-tv

- 6 minutes from the CBD
- 15 minutes from the airport
- 5 km to AMI Stadium at Lancaster Park
- 1km from Westfield Riccarton - the largest shopping mall in the South Island
- 100m from the Tower Junction Shopping Centre
- 100m from the Addington Railway Station
- Just over 1km from Riccarton Rd and 150m from Blenheim Rd (two of the key arterial routes in Christchurch)
- Close to cafés, motels and hotels