



6 March 2026

Tēnā koe

Re: Official Information Act (OIA) Request – Media Spend

Thank you for your OIA request of 16 February 2026 for the following information:

- 1. In the 2025 calendar year, how much did the Museum of New Zealand Te Papa Tongarewa (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
- 2. A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.*
- 3. In the 2025 calendar year, how much did the Museum of New Zealand Te Papa Tongarewa (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.*
- 4. A break down of that spending at each of those companies and what the spending was for.*

Below are the responses to your request.

1. In the 2025 calendar year, how much did the Museum of New Zealand Te Papa Tongarewa (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.

- Google/Alphabet \$13,168
- Meta \$51,058
- Tiktok \$ 1,083

2. A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.

Meta:

- Facebook \$45,636
- Instagram \$ 5,422

This spend supported the promotion of Te Papa exhibitions, events, commercial offerings, activities and programmes. Note that Google/Alphabet and TikTok spend is unable to be broken down by sub-platform in a way comparable to Meta.

3. In the 2025 calendar year, how much did the Museum of New Zealand Te Papa Tongarewa (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.

In total, Te Papa spent \$44,012 with New Zealand-based media companies.

4. A break down of that spending at each of those companies and what the spending was for.

• Empson Publishing Ltd TA Regional News	\$ 1,699
• Go Media Ltd	\$16,400
• NZ Post	\$ 335
• NZME Radio Limited - Wellington	\$13,982
• Radio Active	\$ 755
• SCORPIO BOOKSLTD	\$ 200
• Stuff	\$ 7,391
• Tourism Media Group Limited	\$ 2,380
• VUWSA Victoria Uni Students Association	\$ 870

This spend supported the promotion of Te Papa exhibitions, events, commercial offerings, activities and programmes.

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss any aspect of your request, please contact OIA@tepapa.govt.nz.

Yours sincerely



Anna Berwick

Head of Governance and Strategy