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Fragmented by the plethora of internationalised television choices, audiences are now scattered across a multitude of programme options on a variety of global Subscription Video on Demand (SVoD) streaming platforms, broadcasters and television services. New Zealand audiences are predominantly choosing globalised services (Glasshouse Consulting, 2021). This research examines what the New Zealand television industry is doing to remain relevant and connected to its audiences. I seek to fill a gap in the current knowledge on the impact of international SVoD television services such as Netflix, Disney+, and Apple TV+ on the local industry as New Zealand domestic audiences appear to shift away from local services and storytelling. The research examines New Zealand television industry professional expert perspectives to identify and interpret the values, conflicts and challenges of protecting (while fostering the growth of) local culture through content, and the impact of public policy. Data has been collected via in-depth semi-structured interviews with industry experts. Open-ended questions have allowed for flexibility in the interview process, so that subjects can delve into their experiences, views and perspectives. The qualitative data has been analysed using thematic analysis, with patterns and themes that have emerged within the layers of data identified and discussed (Braun & Clarke, 2013; Braun et al., 2019). This presentation will address preliminary research findings which identify how the industry's need for economic sustainability has often compromised local productions and local cultural objectives, opening a debate on whether local stories are produced for local audiences or whether they should transcend national boundaries. The research reflects differing views on who should moderate and determine the cultural specificity of content, and where the sector should focus.

#### **Keywords**

Television; internationalised television; SVoD; New Zealand audiences; local content; cultural objectives; public policy

#### **References**

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