

Papa Reo — Te Hiku Media's Māori Speech-AI Platform Built on Indigenous Data Sovereignty

Digital Inclusion · Good practice · New Zealand

Quality score: 96/100

Evidence strength: Strong

Summary

A Far North iwi media organisation crowdsourced 300+ hours of te reo Māori speech in 10 days, then built a 92%-accurate speech model under a Kaitiakitanga data licence — keeping Māori speech data under Māori control while powering transcription tools and ~20 radio stations.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-23

[Te Hiku Media](#) — accessed 2026-09-23

[Te Hiku Media — Te Reo Māori Speech Recognition](#) — accessed 2026-09-23

[NVIDIA Blog — Māori Speech AI Model Helps Preserve Indigenous Language](#) — accessed 2026-09-23

[RNZ — Media collaboration to develop Māori language tools](#) — accessed 2026-09-23

[Te Hiku Media — Te Hiku Media Awarded \\$13M](#) — accessed 2026-09-23

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