

# MokoTube

He kohikohinga  
kiriata mō te pepi

*Kāhui: Te Reo Tukutuku*





Te Reo Māori, i nga wā katoa!

# Moko Tube



**Kōrero  
Pūrākau  
Kapa Haka  
Waiata**

Bilingual and full immersion. Accessible anywhere, anytime.  
Self Programmable. Available at MokoTube.co.nz  
Releasing December 2019 via App Store and Google Play

## INTRODUCTION

As part of Te Mātāwai’s support in revitalising te reo throughout Aotearoa, we are showcasing some of the kaupapa reo kaitono have been doing in Te Reo Tukutuku. Maraea Davies sat down with us to kōrero about her kaupapa, and tell us a little bit about what she’s been up to.

## HE AHA TE KAUPAPA WHAKARAUORA REO?

Maraea and her team developed the online video app ‘MokoTube’. “The goal was to create an app that would bring Māori language YouTube clips into one area”,

Maraea explains, providing a “...one-stop shop for Māori language YouTube videos.” MokoTube filters and gathers reo Māori content onto its site, and is targeted at tamariki under five – particularly between two and three. It supports whānau in offering an age-specific online reo rūmaki domain. “We need to make language acquisition effortless”, she explains, in emphasising the importance of having a platform that gathers reo Māori content in a single, easy-to-access space.

Maraea’s background is in production management. When her pēpi was young, he used to watch YouTube clips as she worked. There were “...very few Māori language clips on Youtube”, which became the long-term catalyst for the development of MokoTube. “So that’s what I wanted to do: to change the state of things and have more reo Māori content on YouTube.”





When we asked her motivations for applying to Te Reo Tūkūtuku for funding, Maraea shared that, for her, the framework for funding aligned well to kaupapa Māori principles. It was an “organic Māori process”, which made it attractive to submit a tono.

## WHAT ARE THE LESSONS YOU’VE LEARNED?

Running a business has its challenges, and MokoTube is no different. Maraea reiterated how important it is to have business acumen in running kaupapa such as these, “...to make a living, and support this kind of kaupapa.” When things got challenging throughout the development and launch of MokoTube, Maraea explained that the kaupapa of whakarauora reo kept her going: “we’re supporting a greater purpose.”

Up and running since March 2020, MokoTube has seen over 900 users and 2500 sessions of watching content. Maraea intends to keep improving and refining the app for whānau mai, pēpi mai to use into the future. For potential kaitono looking to apply for funding through Te Mātāwai or Te Reo Tūkūtuku for a kaupapa reo they have in mind, she said:

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*“I’ll always say, ‘Go for it!’ There’s so much room and so many resources for te reo to be developed. I get excited by the potential of this space. With the way technology is moving, the sky’s the limit!”*

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## WHAT ARE YOUR FUTURE ASPIRATIONS FOR TE REO MĀORI?

Our tamariki are becoming increasingly savvy in the digital world, and the need for whakarauora reo to respond to these technological shifts is critical. “We can’t anticipate how much is going to change, but we need to be ready to adapt to it.” Maraea sees huge potential in digital platforms such as gaming and virtual reality - spaces which can aid and support the nurturing and growth of te reo.

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*“Te reo could be interwoven effortlessly into things like this; games can go on for days and days, and is a huge and untapped opportunity. Imagine if we had a game that was about our creation narratives and the orokohanga for tamariki to learn about te ao Māori and te reo!”*

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Beyond this, Maraea envisions a future where te reo is elevated in Aotearoa, where her tamariki and mokopuna will have a cultural legacy to be proud of, and active in.