



PIFS E-COMMERCE  
**BUSINESS TOOLKITS**

# **USING E-COMMERCE TO HELP DIGITAL CREATIVE INDUSTRIES IN NIUE 2024**

A guide to getting more customers online





# CONTENTS

<b>FOREWORD FROM THE PACIFIC ISLANDS FORUM SECRETARIAT</b>	4
<b>SECTION 1:</b> WHY MOVE ONLINE, WHY NOW?	6
<b>SECTION 2:</b> WHAT ARE THE DIFFERENT OPTIONS TO GO ONLINE?	7
<b>SECTION 3:</b> WHAT COSTS SHOULD YOU CONSIDER TO TAKE YOUR BUSINESS ONLINE?	11
<b>SECTION 4:</b> GETTING NOTICED ONLINE.	14
<b>SECTION 5:</b> GETTING PAID ONLINE.	17
<b>SECTION 6:</b> COMPLYING WITH LAWS AND REGULATIONS.	21
<b>SECTION 7:</b> SECURITY TIPS.	23
<b>SECTION 8:</b> FURTHER INFORMATION.	24
<b>INDUSTRY REFERENCE GROUP MEMBERS</b>	25



# FOREWORD FROM THE PACIFIC ISLANDS FORUM SECRETARIAT

Over the past few years, E-commerce has become a focus for the Pacific Islands Forum Secretariat. We are working hard in this space because we believe that E-commerce has real potential to help Pacific businesses overcome their structural challenges and gain a competitive advantage over its global competitors.

Our activities and those of our partners are carried out under the umbrella of the [Pacific E-commerce Initiative](#) and guided by the [Pacific Regional E-commerce Strategy and Roadmap](#). This aligns with the Technology and Connectivity thematic area of the [2050 Strategy](#) and its implementation plan.

As a regional organisation, our role is to help our Forum Members achieve their objectives by working together, as in many instances, working together can help us save time, money, and achieve better results. The Pacific Regional E-commerce Strategy and Roadmap requires that we work together to develop E-commerce skills for our small businesses. The preparation of business toolkits is a practical way to do so.

Digital Creative Industries represent a particularly exciting area of growth. Globally,

platforms now allow digital artists—whether in video, audio, photography, or other forms—to monetize their creations. This sector knows no borders and is unaffected by the distances that have traditionally hindered development in Niue. We are already seeing success stories that position Niue as a leader in the Pacific for digital content creation. There is a tremendous opportunity for our digital content creators to leverage Niue’s unique culture and lifestyle, not only to showcase their talents but also to promote Niue as a travel destination.

Based on a common methodology, which is how we work together, our toolkits have benefitted from the skills of local experts and business leaders to ensure that each toolkit responds to the real needs of the target area and sector.

I commend this progressive public-private partnership and wish our small businesses every success in their digital journey.

---

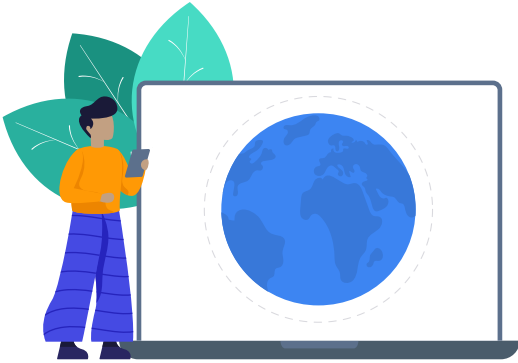
**Zarak Khan**

Director Programmes and Initiatives  
Pacific Islands Forum Secretariat



## 1

# WHY MOVE ONLINE, WHY NOW?



Recent years have seen unprecedented opportunities for digital creators (videographers, musicians, and digital artists) worldwide to monetise their work. The digital content industry has experienced explosive growth, with an expanding array of platforms allowing creators to sell their work directly to global audiences. Today, there has never been a better time for digital artists and creators to turn their passion into profit online.

In Niue, the digital landscape transformed dramatically with the introduction of the undersea cable in 2019, followed by the widespread rollout of 4G technology. The impact was impressive: by early 2024, Niue had 1,539 internet users, accounting for 79.6 percent of the population. This digital transformation has opened new avenues for local businesses in Niue to promote their goods and services and receive payments digitally. This also now positions Niue's digital creators to tap into world audiences, enabling them to effectively monetise their work on a global scale.

The availability of online resources has also never been greater. Today, creators have access to a wealth of free learning materials, including tutorials and “how-to” videos on platforms like YouTube, as well as communities and forums where they can share knowledge and get feedback. For example, platforms like [Skillshare](#) offer classes on video editing, while [Reddit's r/photography community](#) provides tips and advice from seasoned photographers. These resources make it easier than ever for aspiring creators to learn new skills and improve their craft.

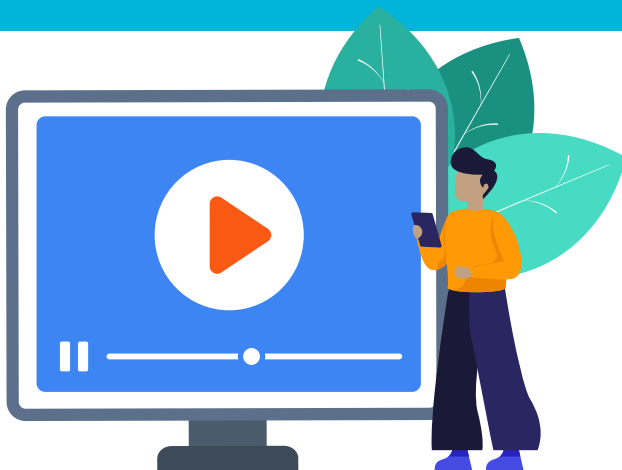
Niue boasts a vibrant community of musicians, cultural artists, and storytellers, further highlighted by events like the [Kifaga Niue Film Festival](#), which demonstrates a strong interest in video storytelling. Notable local creators have already made significant impacts on platforms like [YouTube](#) and [Spotify](#), showcasing Niue's unique culture and creativity to a global audience. Their success stories serve as inspiration for emerging digital creators in Niue, demonstrating the potential to reach and engage worldwide viewers and listeners.

Now is an ideal time for anyone in Niue with a talent for creating digital content to explore how to market and sell their work online. This toolkit is designed to guide newcomers through the process, from setting up their digital presence to engaging with global platforms. By taking these steps, Niuean digital creators can enhance their visibility and contribute to promoting Niue's distinct culture on the global stage.

## 2

# WHAT ARE THE DIFFERENT OPTIONS TO GO ONLINE?

Digital creators in Niue have several platforms to take their work online, depending on the type of content they produce. Here are the primary platforms for video, audio, photographic, and other content, along with explanations of their business models, monetisation methods, and who should use these platforms.



## Photographic content

Photography can also offer monetisation opportunities as photographers can sell images on global platforms like Shutterstock and Adobe Stock, earning revenues (called royalties) with each download. This accessibility allows photographers to turn their passion into a sustainable livelihood.

Platform	Description	Revenue model	Key difference
<b><u>Shutterstock</u></b>	A stock photography marketplace where photographers can upload and sell their images. Ideal for reaching a broad audience.	Creators earn royalties each time their photos are downloaded or licensed by users.	Broad audience reach; not specifically tied to any creative software.
<b><u>Adobe Stock</u></b>	A platform similar to Shutterstock, allowing photographers to sell images globally. Integrated with Adobe's Creative Cloud. Perfect for earning passive income.	Contributors earn royalties based on the number of downloads and licences.	Deep integration with Adobe Creative Cloud, making it easier for Adobe users to access and purchase images.

## Video content

Video content creation has become a major income source, with technological advancements making high-quality production more accessible. Pacific creators are reaching global audiences, such as [Uraia Tabua](#) from Fiji with over 40,000 YouTube subscribers and Niue's own [Life on The Rock](#), which engages over 14,600 subscribers from across the world by showcasing local culture.

The comparison table below aims to help video creators in Niue and beyond to understand and choose the best platform for their content distribution and revenue generation. The table lists video content platforms like YouTube, Vimeo, and Patreon, highlighting their features, monetisation methods, and ideal user profiles.

Platform Type	Monetisation method	Key features	Ideal for
<b><u>YouTube</u></b> Video sharing	Revenues from advertising (requires at least 1,000 subscribers and 4,000 watch hours in the past 12 months), channel memberships, Super Chat, YouTube Premium.	Largest video platform globally, extensive analytics, many options to monetise.	Storytellers, educators, and vloggers.
<b><u>Vimeo</u></b> Video hosting	Subscription-based sales (no minimum number of subscribers required, revenue is a percentage of subscriptions, typically constant), video rentals.	High-quality video support (allows uploading and streaming of high-definition videos), greater control over content monetisation.	Filmmakers, documentarists, artists, and professionals looking for high-quality output.
<b><u>Patreon</u></b> Membership platform	Subscriptions, exclusive content access.	Direct payments from fans, flexible subscription tiers, strong community engagement tools.	Creators with a dedicated fanbase wanting to offer exclusive content.



## Audio content

Audio platforms offer significant revenue opportunities for both musicians and podcasters. These platforms provide continuous income streams, allowing Niuean creators to monetise music and podcasts beyond live performances. Music streaming services like Spotify and Apple Music offer ways to earn by distributing your content globally, while engaging podcasts can attract large audiences and generate income through ads, sponsorships, and donations. Examples include “Pacific Waves” by Radio New Zealand and “The Curious Fijian,” showcasing the broad reach of digital audio content.

Below is a simplified comparison table highlighting key features of popular audio platforms like Spotify, Apple Music, and Anchor, which are accessible for musicians and podcasters.

Platform Type	Monetisation method	Key features	Ideal for
<b>Spotify</b> Music streaming	Pay-per-stream (Spotify pays you a small amount each time your song is played) and revenues from advertising.	Global reach, playlist placements, detailed analytics.	Musicians wanting wide distribution.
<b>Apple Music</b> Music streaming	Pay-per-stream (similar to Spotify, you earn money each time your song is played); no minimum number of streams required for payment.	High per-stream payouts, exclusive releases (special content only available on Apple Music), curated playlists.	Musicians looking for a premium audience.
<b>Anchor</b> Podcast hosting	Ads, sponsorships, listener donations, subscriptions.	Free hosting, automatic distribution to major platforms, monetisation tools.	Podcasters at all levels, from beginner to advanced.

### Other content forms (e.g., designs, digital art)

The digital design industry provides extensive opportunities for revenue through platforms like Etsy and Creative Market. Graphic designers can globally sell their digital products, from logos to web designs, enabling both creative expression and significant income through direct sales and commissioned work.

Platform	Description	Revenue model	Key difference
<b><u>Etsy</u></b>	An online marketplace for handmade, vintage, and unique goods. Digital artists can sell their designs, prints, and digital downloads directly to consumers.	Artists earn revenue from each sale.	Ideal for designers, illustrators, and artists who create both digital and physical art.
<b><u>Creative Market</u></b>	A platform for buying and selling design assets like fonts, graphics, and templates. Creators list digital products for other creatives to purchase.	Creators earn revenue from each download or purchase.	Perfect for graphic designers and digital artists looking to sell work specifically to other creatives.



# 3

# WHAT COSTS SHOULD YOU CONSIDER TO TAKE YOUR BUSINESS ONLINE?

Creating and selling digital content online involves various costs that need to be anticipated. Here's a breakdown of the main ones.

## Internet connection

A reliable internet connection is essential for managing your content, marketing your business, and maintaining your online presence. Below are examples of internet options and their costs in Niue.

ICT solutions	Plan details
	<p><b><u>Telecom Niue</u></b></p> <p>Limited Plans:</p> <p>“Small” S1 Plan - 6GB – NZD 28 for 28 days.</p> <p>“Medium” M1 Plan - 15GB – NZD 50 for 28 days.</p> <p>“Large” L1 Plan - 40GB – NZD 105 for 28 days.</p> <p>Unlimited Plans:</p> <p>“True Unlimited” Plan - NZD 300 for 28 days.</p>
	<p><b><u>Kaniu</u></b></p> <p>Ocean Plans:</p> <p>NZD 50 per month for unlimited WiFi access in select locations where WiFi networks operate.</p>



## Devices and equipment

To produce high-quality digital content, whether it's video, audio, photography, or designs, you'll need the right tools. Here are some common items that creators might purchase:

- **Camera:** Essential for video and photography. Start with a smartphone with good camera options available from NZD 600. As your skills improve, upgrade to a flagship phone that costs around NZD 1,500. For professional photography, consider advanced cameras like DSLRs or mirrorless models from brands like Canon and Nikon.
- **Microphones:** Clear audio is crucial for videos and podcasts. Start with an affordable lavalier or USB microphone (around NZD 20), and upgrade to higher-end audio equipment like a condenser mic (NZD 300) or a multi-channel mixer (NZD 250) as needed.
- **Lighting:** Proper lighting can significantly enhance the quality of your videos and photographs. Start with basic ring lights (around NZD 30) or upgrade to softbox kits (NZD 200) to greatly improve your production quality.
- **Computers and Storage:** Editing and storing large media files require a computer with good processing power and storage. Start with a mid-range computer (around NZD 1,500), upgrading as needed to a high-specifications model that can handle intensive graphics and video editing (NZD 3,500).

## Software and subscriptions

Creating engaging content also requires software for editing and refining your work. Here's how to approach this:

Content type & purpose	Beginner software (free)	Advanced software (paid)	Yearly subscription cost
<b>Photo editing</b> Editing and enhancing photographs.	<u>GIMP</u> , <u>Canva</u>	<u>Adobe Photoshop</u> , <u>Lightroom</u>	Adobe Photoshop: NZD 44.51/mo
			Lightroom: NZD 231.84/year (20GB)
<b>Video editing</b> Editing and refining videos.	<u>DaVinci Resolve</u> , <u>Shotcut</u>	<u>Adobe Premiere Pro</u> , <u>Final Cut Pro</u>	Adobe Premiere Pro: NZD 44.51/mo
			Final Cut Pro: NZD 499.99 (one-time)
<b>Audio editing</b> Editing podcasts and music.	<u>Audacity</u> , <u>GarageBand</u>	<u>Adobe Audition</u> , <u>Logic Pro</u>	Adobe Audition: NZD 112.36/mo
			Logic Pro: NZD 399.99 (one-time)
<b>Design software</b> Creating and refining graphic designs.	<u>Inkscape</u> , <u>Vectr</u>	<u>Adobe Illustrator</u> , <u>CorelDRAW</u>	Adobe Illustrator: NZD 44.51/mo
			CorelDRAW: NZD 796.24/year

## Gradual upgrades

It makes sense to start gradually with affordable equipment and free software to minimise your initial investment. This approach allows you to develop your skills and grow your business without substantial financial pressure. As your business grows and generates revenue, you can upgrade to higher-quality gear and premium software.

# 4

# GETTING NOTICED ONLINE.

For Niuean digital creators, getting noticed online is the first step toward building a following and eventually monetising your work. Here are some key strategies to help you grow your audience:

## 1. Understand algorithms

As a content creator, you're probably familiar with the idea of getting your work in front of as many people as possible. On platforms like YouTube or Spotify, algorithms play a huge role in making that happen.

An algorithm on these platforms is like a powerful engine that decides who sees your content. It looks at what people are watching, liking, sharing, interacting with, watch time, and relevance. Then, based on this information, it decides which videos or songs to show to more people. To increase your visibility:

- **Create high-quality content:** Consistently create content that connects with your audience. The more people enjoy and engage with your content, the more the platform will promote it (thanks to the algorithm).
- **Optimise for keywords:** Use relevant keywords in your titles, descriptions, and tags. This helps the platform understand your content and show it to people searching for similar topics.
- **Post regularly:** Posting content often can increase your chances of being featured by the platform (thanks to the algorithm). Stick to a schedule that works for you and your audience.

## 2. Use social media

Social media platforms are essential for promoting your content and building a community around your work. Here's how to use them effectively:

- **Cross-promote:** Share your content across different social media platforms to reach a broader audience. For example, promote your YouTube videos on Facebook, Instagram, and Twitter.



- **Engage with your audience:** Respond to comments, ask for feedback, and interact with your followers. Building a relationship with your audience creates loyalty and encourages them to share your content.
- **Use hashtags and trends:** Use relevant hashtags and participate in trending topics to help more people discover your content.
- **Boosting:** For social media platforms like Facebook and Instagram, you have the option to 'boost' your posts, allowing them to reach a larger audience. In Pacific Countries, where the market is less saturated, and fewer businesses use paid boosts, this cost-effective strategy enhances visibility with a daily budget of as little as NZD 5 and a credit card.

### 3. Collaborate and network

Collaborating with other creators can help you reach new audiences. Here's how:

- **Partner with other creators:** Work with creators who have a similar audience or create content that complements yours. Collaboration videos, joint live streams, or shout-outs can introduce your work to their followers.
- **Join online communities:** Participate in online groups, forums, and communities related to your content. Networking with other creators and fans can help you gain visibility.

### 4. Be consistent and patient

Building an audience takes time. Keep creating and promoting your content consistently, and be patient as your following grows.

## CASE STUDY: OUTDOOR CHEF LIFE IN NIUE



Still frame of Niuean creator Jay Hekau's from Niue's [Life on the Rock](#) (14,600 subscribers) channel with popular Japanese creator Taku Kondo whose YouTube channel, [Outdoor Chef Life](#), has over 737,000 subscribers. Collaborative content can help boost Niuean creators' exposure

In 2023, Taku Kondo, the creator of **Outdoor Chef Life**, visited Niue. The YouTube channel has over 700,000 followers, making it quite popular in Japan, and is renowned for its captivating fishing adventures and outdoor cooking. During his visit, Taku Kondo made three videos that showcased Niue's pristine environment and unique fishing culture. These videos quickly got over 1 million views, drawing significant attention to Niue.

To date, Taku Kondo remains the most popular creator to have visited Niue, highlighting the island's potential as a destination for high-profile YouTube creators. Niue, like other remote island states, offers unique content opportunities that appeal to creators with the means and desire to explore new and exotic locations. For popular channels like Outdoor Chef Life, Niue provides a backdrop that is both visually stunning and rich in untapped stories, making it an ideal location for fresh, engaging content.

For local Niuean digital creators, such visits present valuable opportunities for collaboration. Working with well-known creators not only provides exposure to a broader audience but also offers a chance to learn from more experienced content creators. Collaborations, such as joint videos or guest appearances, can help local creators grow their own following and improve their content creation and monetisation strategies.



# 5

# GETTING PAID ONLINE.

As a creative artist, getting paid for your work is important to turn your passion into a sustainable income. Digital platforms have made it easier to make money from your content, but it's important to understand how these platforms work.

## What you need to monetise content

- **Consistent high-quality content:** Most platforms require a good amount of content that is regularly updated. Your content should be original, engaging, and follow the platform's rules.
- **Audience engagement:** To make money, you need a strong and active audience. Platforms like YouTube and Patreon consider metrics such as the number of subscribers, views, likes, comments, and how long people watch your content.
- **Compliance with platform policies:** Each platform has its own rules, including copyright laws, community guidelines, and content restrictions. You must follow these to stay eligible for monetisation.
- **Monetisation eligibility:** To join monetisation programs, such as the [YouTube Partnership Program](#), you must be in an eligible country. While many Pacific Island nations are excluded, Niue's connection to New Zealand's banking system allows its digital creators to access these opportunities, giving them a unique advantage.
- **Payment methods:** You will need to set up a payment method to receive your earnings. This often involves linking a bank account or payment service like PayPal to the platform. Niueans can use Kiwi Bank accounts to receive payments from content platforms.

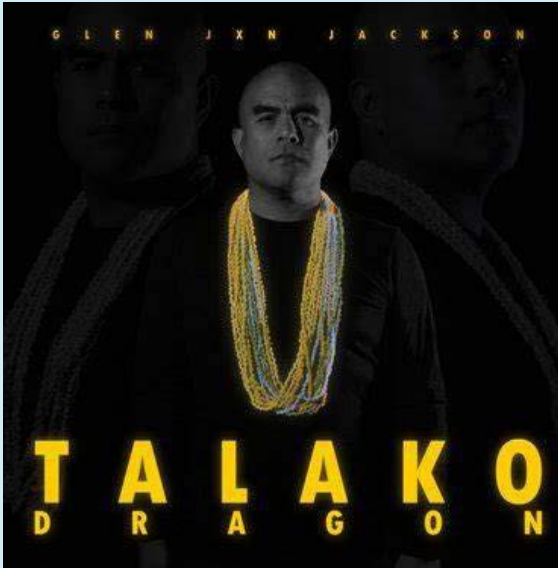


## Additional revenue streams: sponsorship and donations

Beyond traditional ad revenue, digital creators can also generate income through sponsorships and donations:

- **Patreon:** This platform allows digital creators to get direct financial support from their fans through subscription tiers. Creators offer exclusive content, early access, or special perks to their patrons (subscribers) in exchange for monthly payments, providing a steady and predictable income stream.
- **Ko-fi:** Similar to Patreon, Ko-fi lets creators receive one-time donations or sell goods or services. It's a less structured platform compared to Patreon, offering more flexibility for creators who prefer casual support.
- **Sponsorships:** Creators with a large following can earn through sponsorships. Companies pay creators to promote their products or services directly in the creator's content. For example, Niuean musician Glen JXN Jackson's [Talanoa Podcast](#) launched in 2021, featured sponsored ads that helped cover the podcast's production costs.

## CASE STUDY: GLEN JXN JACKSON, NIUE MUSICIAN WITH GLOBAL REACH



Cover art for  
JXN's latest album  
release on Spotify

Glen JXN Jackson is a musician who has lived in Niue Island for the past eight years. He runs Rocksteady Niue, a multimedia company that focuses on video and audio production. He has built a presence on major streaming platforms like Spotify, Apple Music, and YouTube.

**Musical style and journey.** Glen's music combines Pacific fusion with hip-hop and RnB, influenced by traditional Niuean chants and hymns. He started releasing music online in 2018, and since then, he has produced one album and 21 singles. His music blends cultural heritage with modern trends, attracting listeners both in Niue and worldwide.

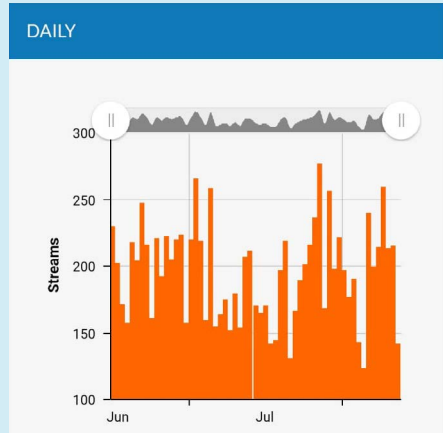
**Releasing music online.** Glen took his first steps into digital music distribution by releasing his debut single on Spotify and Apple Music in 2018. His music is available on several platforms, including his full album on YouTube and his singles and new releases on Spotify and Apple Music.

continues on the next page →

### Earning from music streaming.

Several distribution services like CDBaby, Tunecore, and DistroKid help artists distribute their music to platforms like Spotify and Apple Music. These services are beneficial because they manage the complex process of getting music onto multiple platforms, which typically don't deal directly with individual artists. Glen chose DistroKid as his distribution service because it offers a flat annual fee, allowing him to upload unlimited songs without taking a commission on royalties. This setup works well for Glen, who regularly releases new music and prefers the simplicity and predictability of a flat fee.

**Success and earnings.** With over 200,000 streams on Spotify, Glen JXN Jackson ranks as one of the most-streamed Niuean musicians on the platform. He has earned NZD 2,123 in royalties through DistroKid since he joined Spotify. Generally, artists can expect to earn between NZD 8-16 per 1,000 streams on platforms like Spotify and Apple Music.



Daily streaming statistics of the artists' songs across Spotify and Apple Music, as displayed on DistroKid's mobile app

> DISTROKID REFERRAL PROGRAM (check it out)	\$0.00
> SEE BREAKDOWN BY ARTIST...	
> SEE BREAKDOWN BY SONG...	
> SEE BREAKDOWN BY SERVICE...	
<b>TOTAL</b>	<b>\$2,123.47</b>

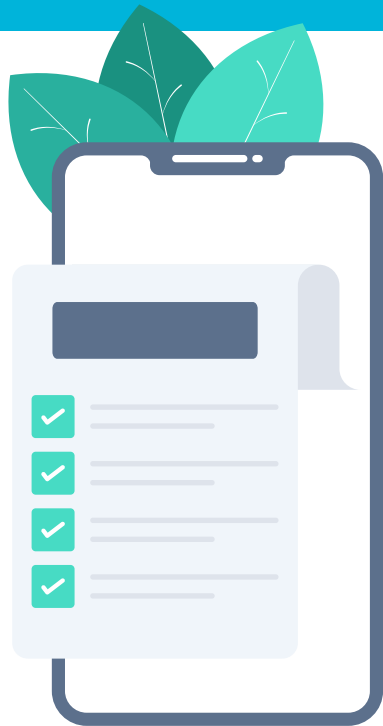
Total earnings in NZD that the artist earned since entering a distribution agreement with DistroKid for Apple Music and Spotify

## 6

# COMPLYING WITH LAWS AND REGULATIONS.

If you're in Niue's digital creative industry, producing commercially valuable works like digital art, music, or software, it's important to protect your work and ensure your intellectual property rights are recognised globally. Copyrights give you the exclusive rights to use and distribute your creations, protecting your work. [New Zealand's Copyright Act 1962](#) covers Niue, so your intellectual property is covered under this law. Copyright protection lasts for the creator's lifetime plus 50 years, with variations depending on the type of work. Here's what you need to know:

- **International protection.** Niue is part of the [Berne Convention](#). This means your original work is automatically protected worldwide as soon as it's created, without the need for registration or fees. This protection covers things like written content, designs, and code, and applies to other Berne Convention member countries.
- **Copyright symbol.** It's a good idea to mark your work with the international © symbol, your name and the year of creation. This shows you own the copyright and lets others know how to contact you for permission to use your work. For videos, include "All rights reserved by [your name]" in the description to clearly show your copyright ownership.
- **Register a copyright.** For a fee of NZD 60, you can register your original creative work that's recorded electronically. This registration is valid in Niue and all Berne Convention countries. Registering creates a public record of your copyright, giving immediate notice to everyone. You can register electronically at this [link](#).
- **New versions.** A derivative work is a new creation based on an existing one, like translations, musical arrangements, or adaptations ('new versions'). In Niue, where traditional culture is rich, the [Tāoga Niue Act 2012](#) says that the creator of a derivative work owns the intellectual property rights. However, if the work involves traditional knowledge or cultural expressions and is used commercially, the creator must make an authorised user agreement. For more details on the protection of traditional knowledge and cultural expressions, refer to the [Tāoga Niue Act 2012](#).



When starting any business, whether in digital content or physical products, certain standard steps should be followed. Here are the essential elements for your legal checklist:

Step	Description	Details	Cost	Link
<b>Company registration</b>	Register your business name	Visit the Companies Office of Niue in person to complete the registration.	NZD 150	<a href="#">Form</a>
<b>Business licensing</b>	Obtain a business licence	Apply in person at the Department of Treasury. Required for sole traders, partnerships, and companies.	NZD 69.50	<a href="#">Form</a>
<b>Tax registration</b>	Obtain a Tax Identification Number (TIN)	Apply at the Department of Treasury to register for paying taxes on business revenues.	Free	<a href="#">Form</a>
<b>Online marketing</b>	Ensure truthful representation of products/ services	Adhere to the Sales of Goods Act of 1908 for online and offline marketing practices.	N/A	<a href="#">Act</a>
<b>Terms and conditions</b>	Include essential policies on your website	Ensure your website has a Cancellation, Returns and Refund Policy, as well as a Dispute Settlement Policy. Customisable templates are available.	N/A	<a href="#">Template</a>

## 7

## SECURITY TIPS.

**Security tips: protecting your business online**

As you venture into E-commerce, it's crucial to protect yourself from the increasing risk of online scams and cyber threats. Security breaches can lead to major disruptions, including lost sales, compromised customer data, and damage to your business reputation – costs that can be avoided by taking preventive measures.

Security tip	Action	Reason
<b>Upsize your passwords</b>	Use strong, unique passwords with at least 12 characters, including letters, numbers, and symbols. Avoid easily guessable information. You can use a service such as LastPass or 1Password to upsize your password.	Longer and more complex passwords are harder to crack, providing an essential layer of security.
<b>Upgrade to two-factor authentication</b>	Enable two-factor authentication on all important accounts, involving a code sent to your phone or email.	Adds an extra step, making it significantly harder for unauthorised users to access your accounts, even if they have your password.
<b>Update your apps regularly</b>	Keep software, apps, and operating systems up to date. Enable automatic updates if possible.	Updates often include security patches for newly discovered vulnerabilities, protecting your systems from attacks.
<b>Uphold your privacy</b>	Be mindful of the information shared online. Adjust privacy settings on social media to limit access to sensitive data.	Reduce the risk of your information being exploited for scams or unauthorised access.
<b>Upscale your data and systems backup</b>	Regularly back up your data using both local and cloud storage solutions. Test your backups to ensure they work.	Ensure you can recover from data loss due to cyberattacks, system failures, or accidental deletion, allowing business operations to continue with minimal disruption.

For more information: <https://pacson.org/cyber-smart-pacific/cyber-smart-pacific-2023>

### Pacific YouTube creators

#### Life on the Rock in Niue

<https://www.youtube.com/@LifeOnTheRockNiueIsland>

#### Samoan Farmer in Samoa

<https://www.youtube.com/channel/UCnxi8vtYvflQWg97XmLcYg>

#### Uraia Tabua in Fiji

<https://www.youtube.com/@uraiaatabua>

#### Waka Family - Fiji/Canada

<https://www.youtube.com/@WakaFamily>

#### Faye Vids in Cook Islands

<https://www.youtube.com/channel/UCdwzjl6bVXHfaga5SMybWg>

### Niue artists on Spotify

#### Tommy Nee

<https://open.spotify.com/artist/3XPgAHCKtfMDAqyQExarM1?autoplay=true>

#### Heiress of the game

<https://open.spotify.com/artist/1hWo7kSPsJPw7ojolrLsbi?autoplay=true>

#### Glen JXN Jackson

<https://open.spotify.com/artist/7u1eDR4qk17R110a4l7oZl?autoplay=true>

### Popular pacific podcasts

#### Tagata o te Moana

<https://www.rnz.co.nz/international/programmes/tagata-o-te-moana/podcast>

#### Teivovo Rugby Podcast

<https://www.teivovorugby.com/podcasts/>

#### Business Link Pacific Podcast

<https://about.businesslinkpacific.com/category/business-link-pacific-podcast/>

### Setting up a business in Niue

#### Niue Trade Portal

<https://niue.tradeportal.org>





# **INDUSTRY REFERENCE GROUP MEMBERS**

## **WITH MANY THANKS FOR THEIR CONTRIBUTIONS:**

Tom Misikea - ITC Importer

Roy Pavihi - Manager Niue Telecom

Catherina Papani - CEO Niue Chamber of Commerce

## **THANK YOU FOR THE TECHNICAL SUPPORT:**

Vashti Maharaj - Advisor, Digital Trade Policy Commonwealth Connectivity Agenda





