

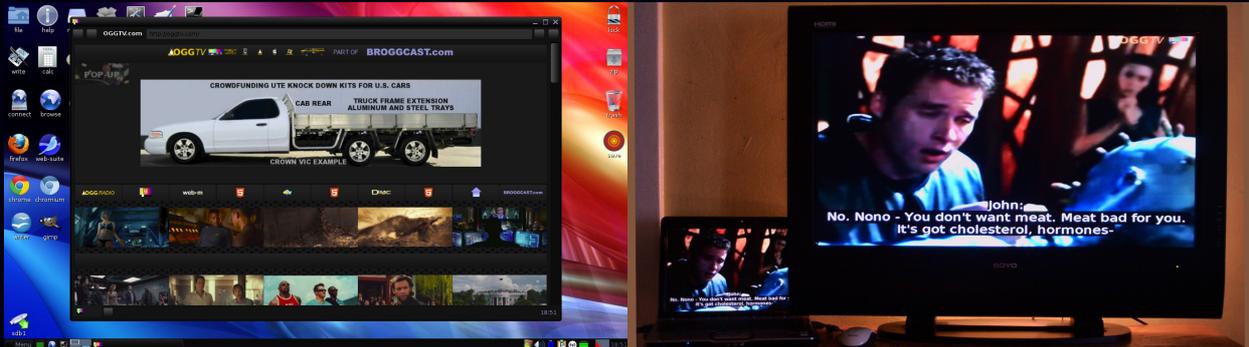


For NSW Trade & Investment

# OGGTV OPEN HTML5 TELEVISION



The Web-Browser is the Next World-Wide Television Tuner,  
And  
Open HTML5 TV, is the Next Global Television Technology.



OGGTV is The World's First HTML5 Television Service Since 2008

With the Open Source Legacy and Ad Media Features  
Perfect for Business in Sydney Australia.

OGGTV is Just in Time For The Australia National Broadband Network  
Which Can Provide New Industry  
Competition for Next-Generation "Silicon-Valley" Start-Ups in NSW.

A Wide Range of Business Competition in Australia's Online Television  
Technologies and Tech Industry, With NSW Open for All Entrepreneurs..



OGGTV is Perfect For Sydney's Tech Industry as NSW Competes With  
Silicon Valley, Silicon Roundabout, Internet City and Other Global Tech Areas.



NSW can Host the Only Fully Open HTML5 Television Service on the Web.  
Sydney Programmers Can Build Upon the Media and Advertising Legacy.

Sydney can Host a Positive Legacy of the First HTML5 Video Ads on the Web,  
And HTML5 Video over a Year Before YouTube and Years Before Netflix.

(OGGTV started HTML5 Video Playback in Late 2008).

A Powerful and Global Open HTML5 TV Reach Since OGGTV uses Open Video Formats, (OGG-Theora, Google's WebM and Dirac).



A Global Web-Browser Reach With Firefox, Chrome and Opera Combined for 83% of Global HTML5 Video Web-Browser Playback Compatibility.

### Browser Statistics and Trends



Statistics are important information.

From the statistics below (collected from W3Schools' log-files over a period of ten years), you can read the long term trends of browser usage.

We see that Google Chrome, Firefox, and Internet Explorer are the most popular browsers today.

### Browser Statistics

2013	Internet Explorer	Firefox	Chrome	Safari	Opera
October	11.7 %	27.2 %	54.1 %	3.8 %	1.7 %
September	12.1 %	27.8 %	53.2 %	3.9 %	1.7 %
August	11.8 %	28.2 %	52.9 %	3.9 %	1.8 %
July	11.8 %	28.9 %	52.8 %	3.6 %	1.6 %
June	12.0 %	28.9 %	52.1 %	3.9 %	1.7 %
May	12.6 %	27.7 %	52.9 %	4.0 %	1.6 %
April	12.7 %	27.9 %	52.7 %	4.0 %	1.7 %
March	12.9 %	28.5 %	51.7 %	4.1 %	1.8 %

OGGTV can play on Android and Global Firefox OS Mobile and TV Devices.



OGGTV will Play on the Vast Majority of Mobile Devices Since Android is the Major Global Tablet and Mobile Phone Platform.

Platform	Market Share (%)
Android	81.0
iOS	16.0
Windows Phone	3.0
BlackBerry	0.0
Other	0.0

### [Android global market share now exceeds 80%](#)

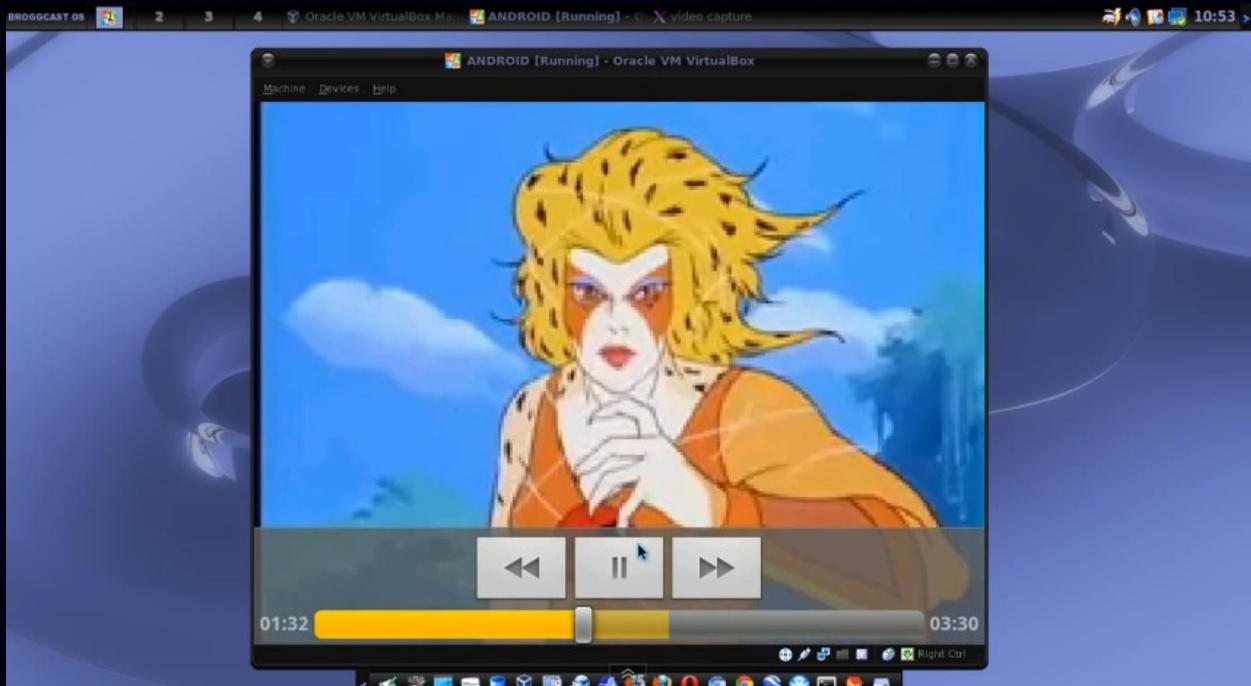
GSMarena.com - Nov 13, 2013

According to the International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker, the **Android** platform just crossed 80% ...

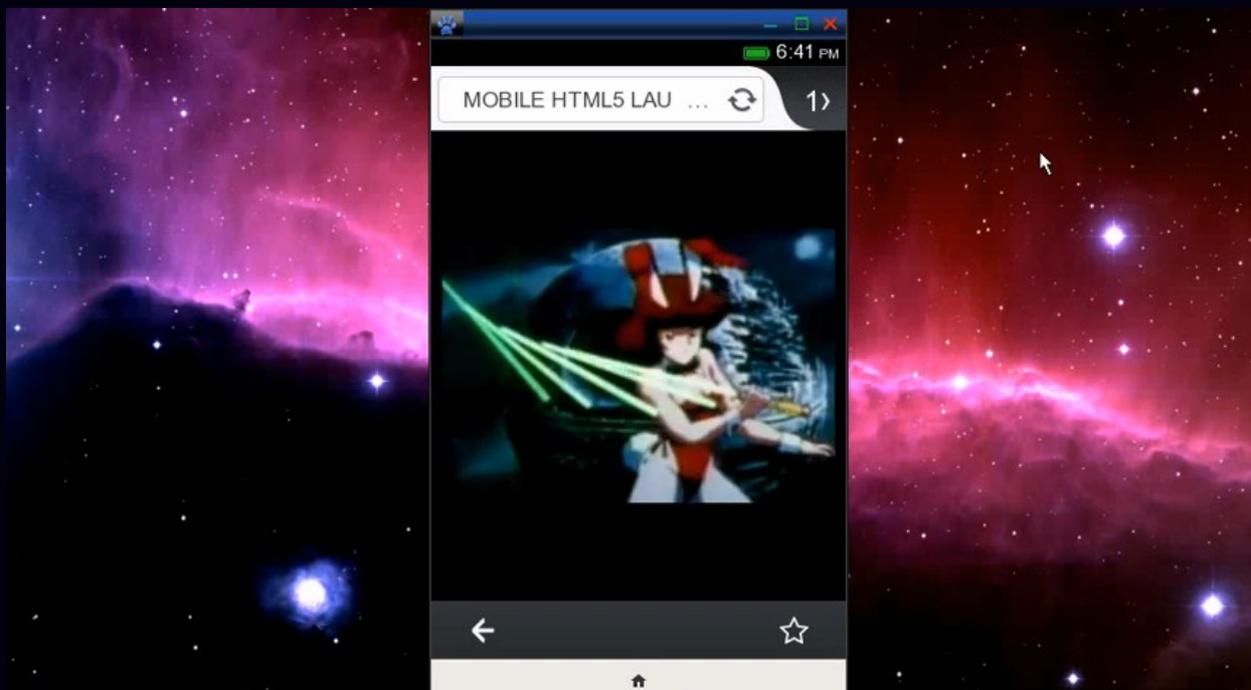
### [Android dominates 81 percent of world smartphone market](#)

CNET - Nov 12, 2013

OGGTV Plays on Over 81% of Global Mobile Devices With Google's WebM.  
(Android Mobile Simulator)



Global Firefox OS Mobile Devices Also Play OGGTV.  
(Firefox OS Mobile Simulator)

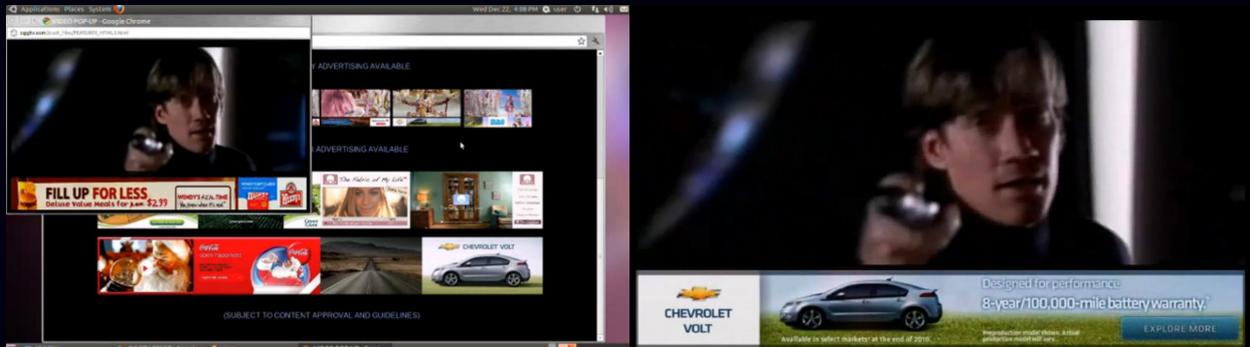


NSW Programmers Can Operate the First Firefox OS Compatible  
TV Service and Mobile Television Service. Sydney Can Be The First  
City to Have HTML5 TV and Mobile Television for World Markets.

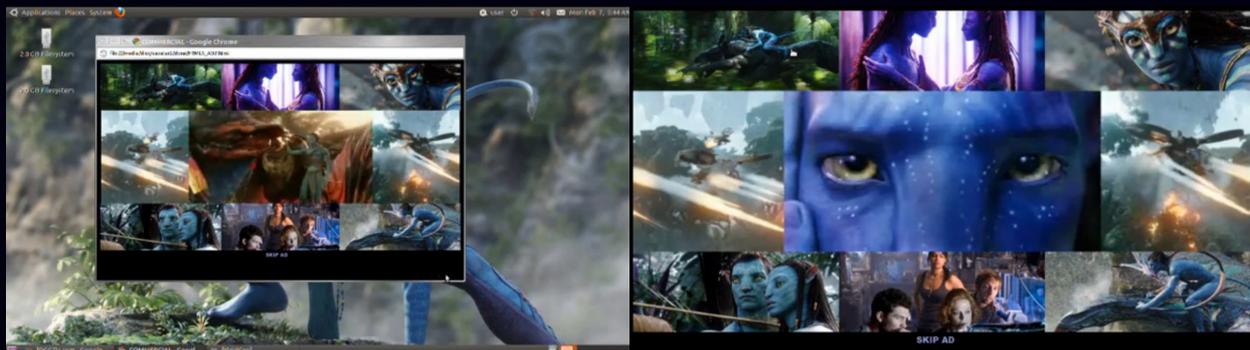
Firefox OS Tablets, Phones, TV's, Notebooks, Etc..., Will Penetrate  
Emerging World Markets and Take-Off Like Wildfire Globally.  
NSW Should Have a Stake with HTML5 TV in Emerging World Markets.

Various HTML5 Advertising Designs have Already Been Accomplished With OGGTV HTML5 Ads in 2009 Before Google and Apple iAds. OGGTV is the Leader in HTML5 Television Advertising Designs.

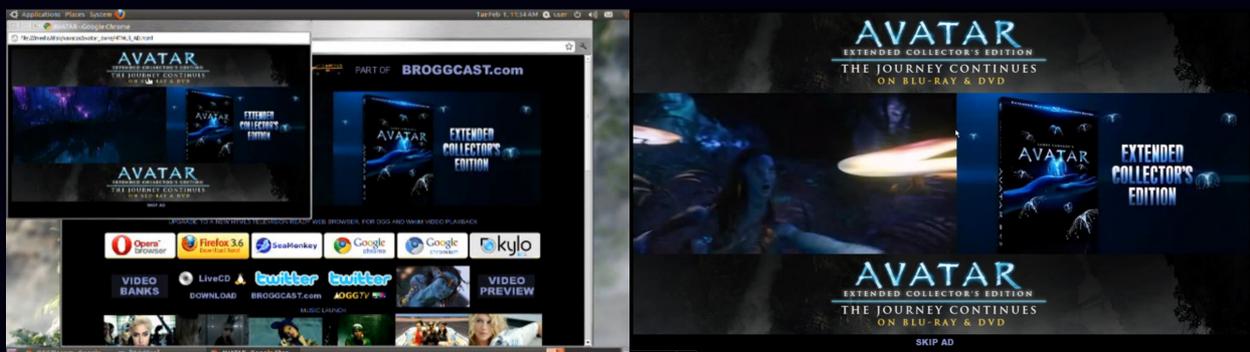
NSW Can Build Upon the Legacy Which is Already Accomplished.



The First in the World with HTML5 Video Overlay Advertising in 2010, And Resizable / Fullscreen Multi-Selection HTML5 Video Ads. Open HTML5 Advertising is the Next Global Advertising Technology.



The First in the World with Resizable / Fullscreen Video Banners



NSW can Benefit From New HTML5 Advertising Technologies on OGGTV With a Positive and Constructive Emphasis and Number of Designs. Sydney's World Class Advertising Environment can Combine OGGTV As First With Open HTML5 Television Ads in a Professional Area.

The First in the World with Open HTML5 Video Banners  
Using Open HTML5 Video Formats, (Theora, WebM, Dirac).  
Which Can Reach the Vast Majority of Global Web-Browsers.



NSW can Host the First Service on the Web with Open-Format HTML5 Ads.



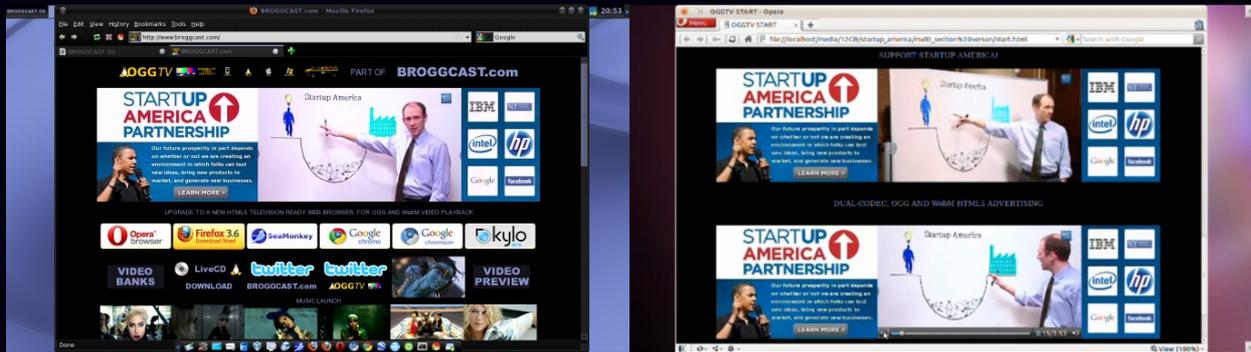
NSW can Host the First Service with Resizable / Fullscreen Video Banners  
Combined With HTML5 Video Overlay Ads.



The Positive And Constructive HTML5 Advertising Designs using Open Formats,  
Place NSW in a Stronger Position With Open-Source Programmers,  
And will Diversify the Advertising Industry for a Level Playing Field.

A Level Playing Field in NSW's Advertising Industry from New Innovations  
And Open Technologies, Will Further Boost Sydney's Tech Economy.

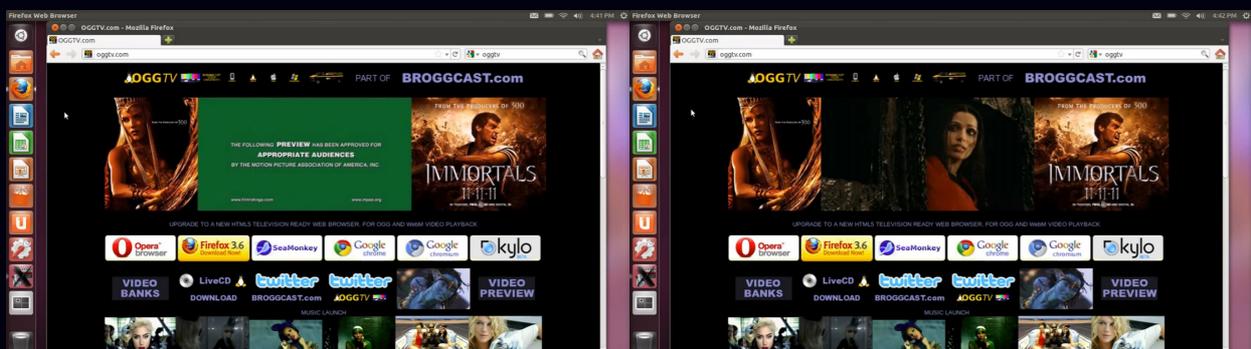
The First With Multiple Open HTML5 Video Formats on Multi-Element HTML5 Advertising Banners, (for Both Video and Clickable Ad Images).



The First With Single Element HTML5 Video Banners With Seperate, Clickable Areas and Links.  
OGGTV HTML5 Advertising Banners Compete With Flash Banners.



The First With Open Format HTML5 Video Banners with Multiple, Chainloaded Videos, (Commercials, Trailers, Etc...)  
Open HTML5 Advertising on OGGTV is a Model For Future Ads.

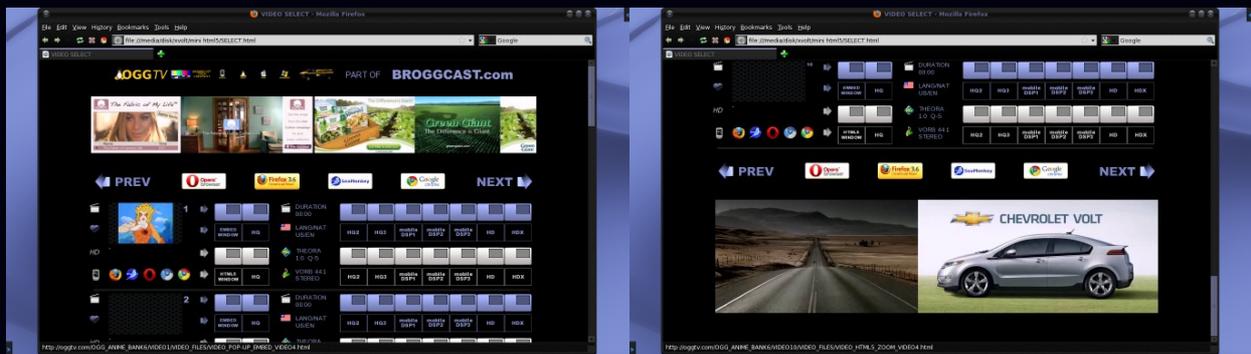


Sydney and NSW can Host New Global Technologies Which "Shake-Up" Market Stagnation Which Limits a Area's Ability to Compete on a World Stage. Open HTML5 Advertising is a New Global Way of Business Which Promote Australian and Global Business Everywhere.

The First in the World with HTML5 Video Overlay Advertising in 2010  
Forever Changed the Perception of Flash as the Only Technology  
Which Could Place a Movable Ad over the Bottom of a Video.



Dual Open HTML5 Mini Banners and Full-Size Banners at the Bottom,  
Compete With Embedded Flash Advertising, Which Reduces Market  
Stagnation And Reliance on a Single Closed-Format Technology.

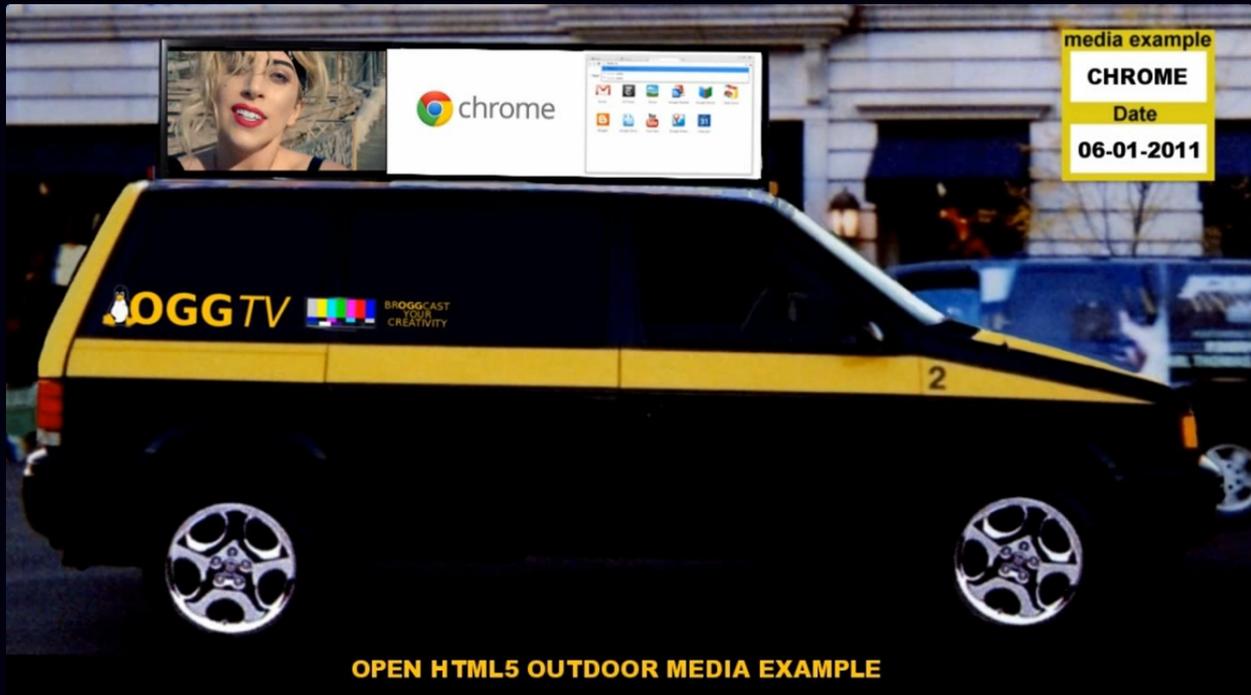


All Which Translate to the Television Screen and the Consumer.  
Open HTML5 Video Overlay Ads and TV Commercials,  
Placed OGGTV as the Early Innovator in HTML5 Television.

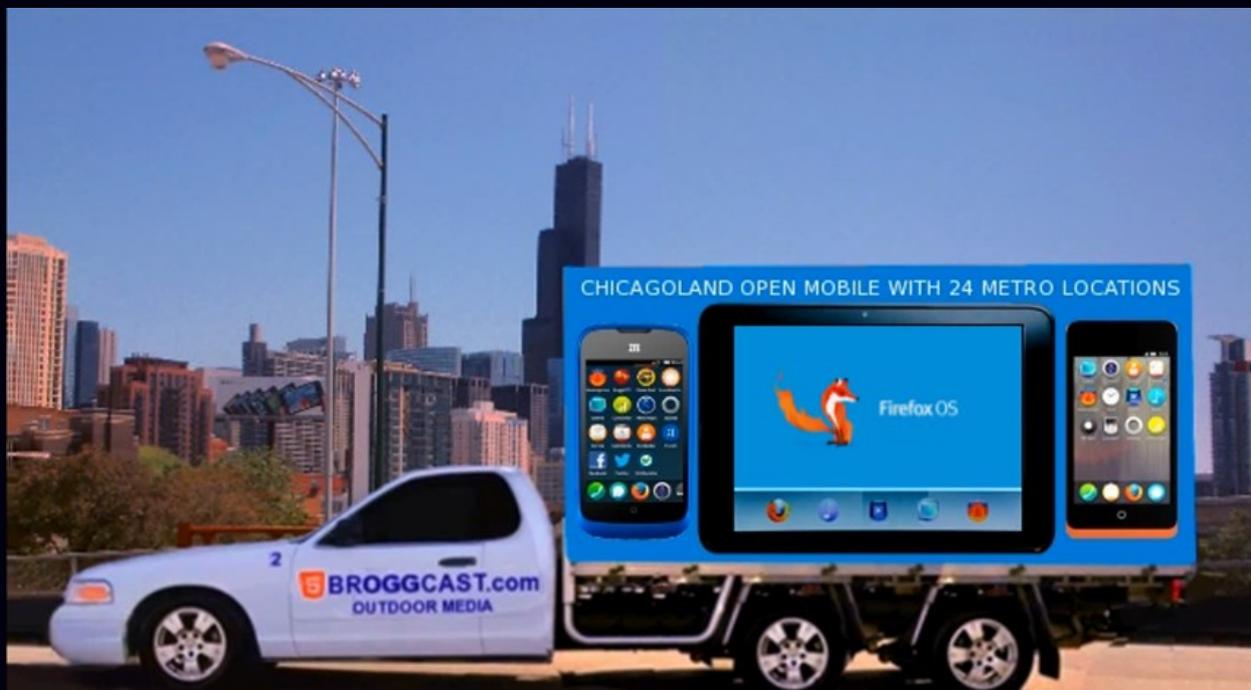


OGGTV Was a Early YouTube Competitor Which Never Used Flash  
OGGTV Was One of the First HTML5 Video Services in the World in 2008.  
And Now is the Oldest Surviving HTML5 Video/TV Service in the World.

OGGTV HTML5 Outdoor Concept for a Reporter's Minivan.  
Since I Owned a Taxi Company And Built Large Signs Earlier.  
A HTML5 TV Reporter Van, can Advertise at the same Time.



Advertising UTE Concept for World Markets Using a Big-Screen TV  
Protected With UVA / UVB Plexiglass. Open HTML5 Video Formats  
Ensure Low Operating Costs With No Commercial Royalties .



NSW Can Be First in the World with HTML5 Outdoor Media on a UTE.  
Sydney Advertising on UTE Ad Vehicles in World Markets,  
Conveys a Professional and Viral Media Buzz About Australia.

Open HTML5 Outdoor Advertising in World Markets,  
Is a Valuable Media Service for NSW, and OGGTV can Build.  
And Ship Outdoor HTML5 Signs with a Non-Registered U.S. UTE.



High-Power Outdoor Digital Projection for Large Ads on a UTE,  
Can Also Boost the NSW Economy With Local Engineers  
And Open-Source Programmers Building and Shipping Units Globally.



Australians Working Abroad in Major Media Markets (Chicago, New York, Etc..),  
Can Drive the Advertising Vehicles Seasonally as Trained Specialists.

Both U.S. and Australian UTE Advertising Drivers Can Benefit NSW with  
OGGTV - BROGGCAST.com (Shown in the Examples) Based in Sydney.

By Already Accomplishing Digital Signage Designs Along With Taxi Signs, OGGTV Can Become a Positive Media and Advertising Service Based in NSW. The HTML5 Digital Sign Below Replaces Transparent Color Prints.



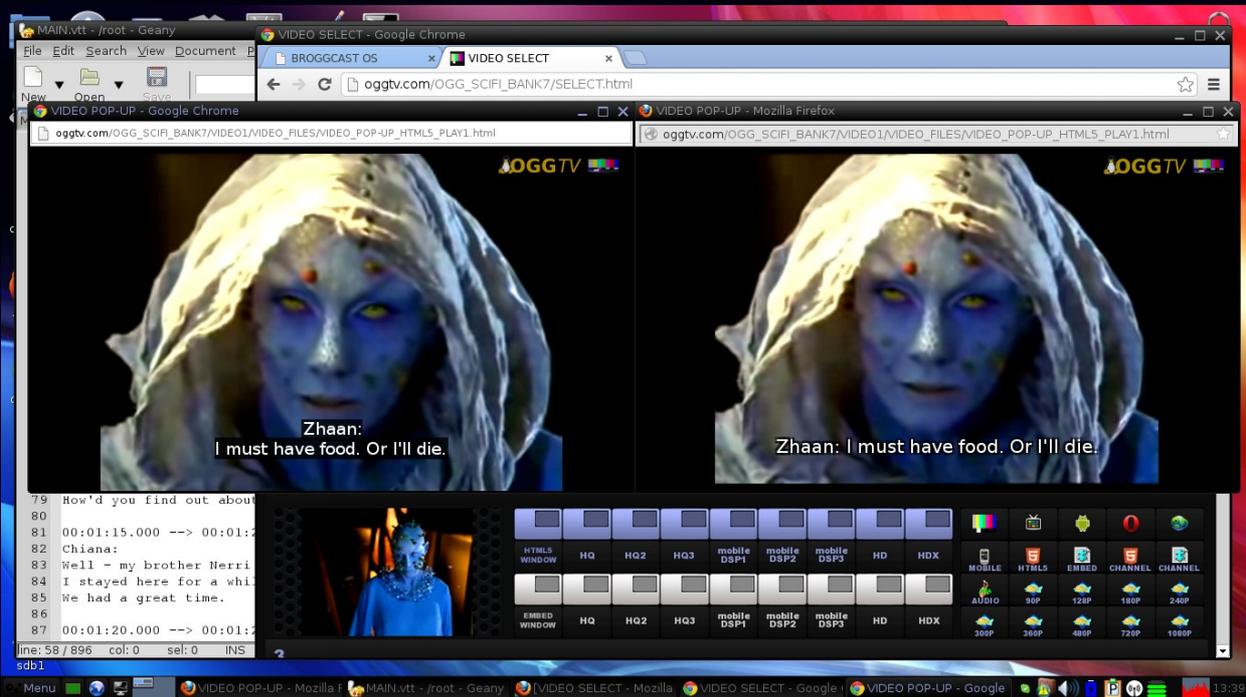
The Open HTML5 Digital Signage I Designed is Similar to Walmart TV.

Being Able to Build Digital Media Signs With Modified LCD TV's Inside And Build the Streaming Media Channels Similar to Walmart, is a Valuable Asset to the NSW Economy.



NSW's Economy Can Benefit from New Open HTML5 Digital Signage Technology.

A 2014 HTML5 Video Goal to Expand WebVTT Closed Captions for Both Web and Television. NSW can Support a Service Striving for Both U.S. Federal Closed Captioning Requirements, and Australian Federal Closed Caption Broadcast Standards.



OGGTV is Directly In-Line With Standard Television Closed Captioning. The Elderly and Hearing Impaired will be able to Access Dialogue on OGGTV. Australia's Accessibility Standards Will Be Followed.



OGGTV is WebVTT Capable Already, (only the Dialogue Text is Unfinished).

OGGTV also has Closed Caption Subtitles on Commercials  
(Public Service Animal Shelter Ad for Pet Adoption)



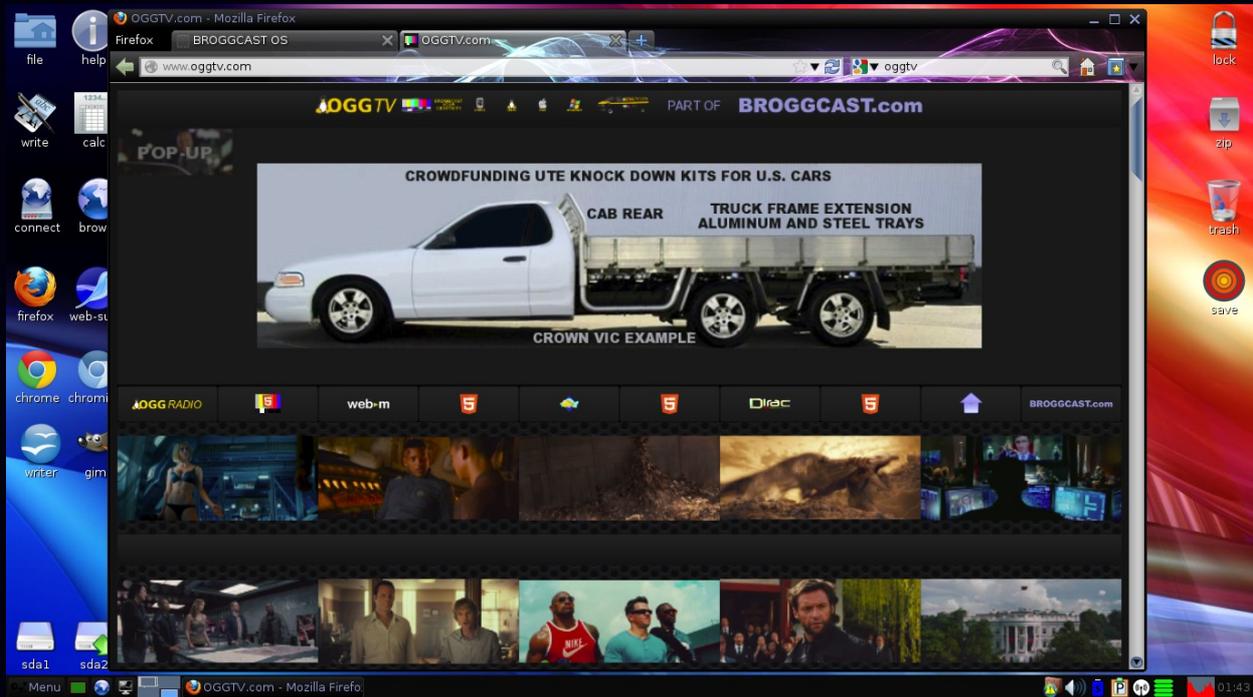
HTML5 Web-Browser Playback of WebVTT Closed Caption Subtitles.  
(Google Chrome Browser).



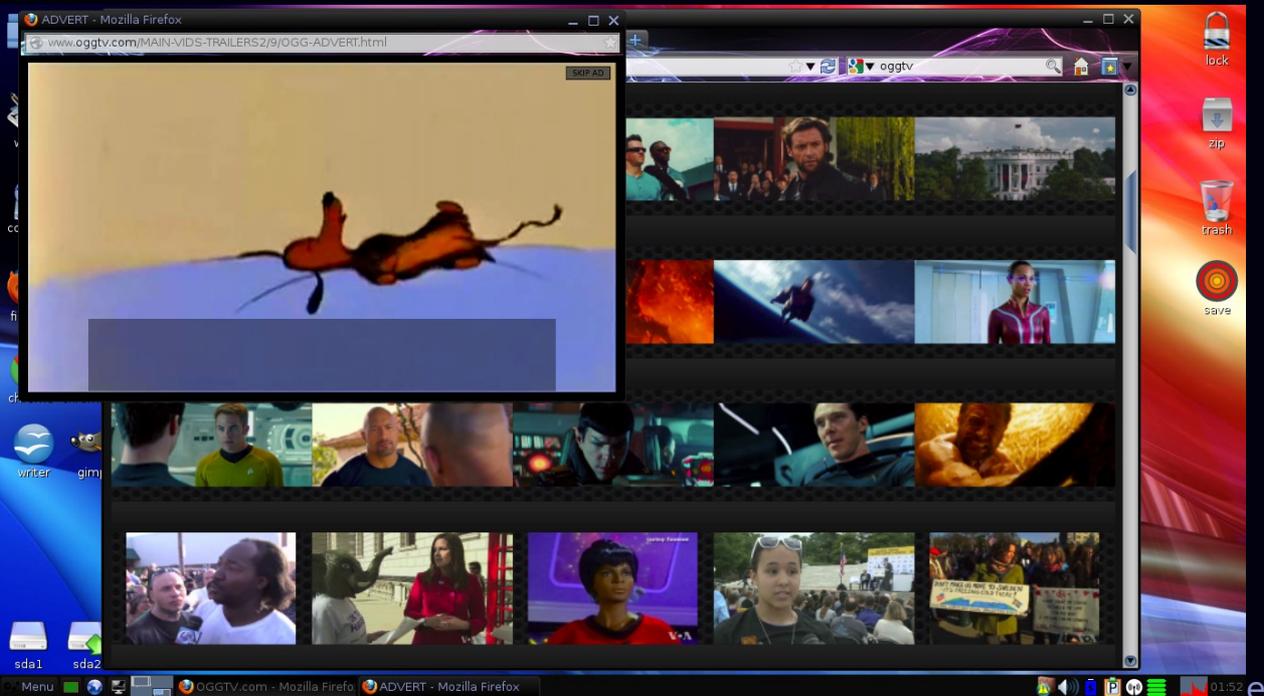
English and Various Language Translations Creates Jobs in NSW,  
And Builds Economic Growth in Sydney in Various Communities,  
And Globally in World Markets.

NSW Can Also Reach Everyone With Language Audio Re-Dubs,  
Which Further Creates Jobs in the Sydney Area.

OGGTV is Upgraded to a New, Touch-Ready User Interface, Which Scales to Fit Any Size Screen Resolution or Browser.

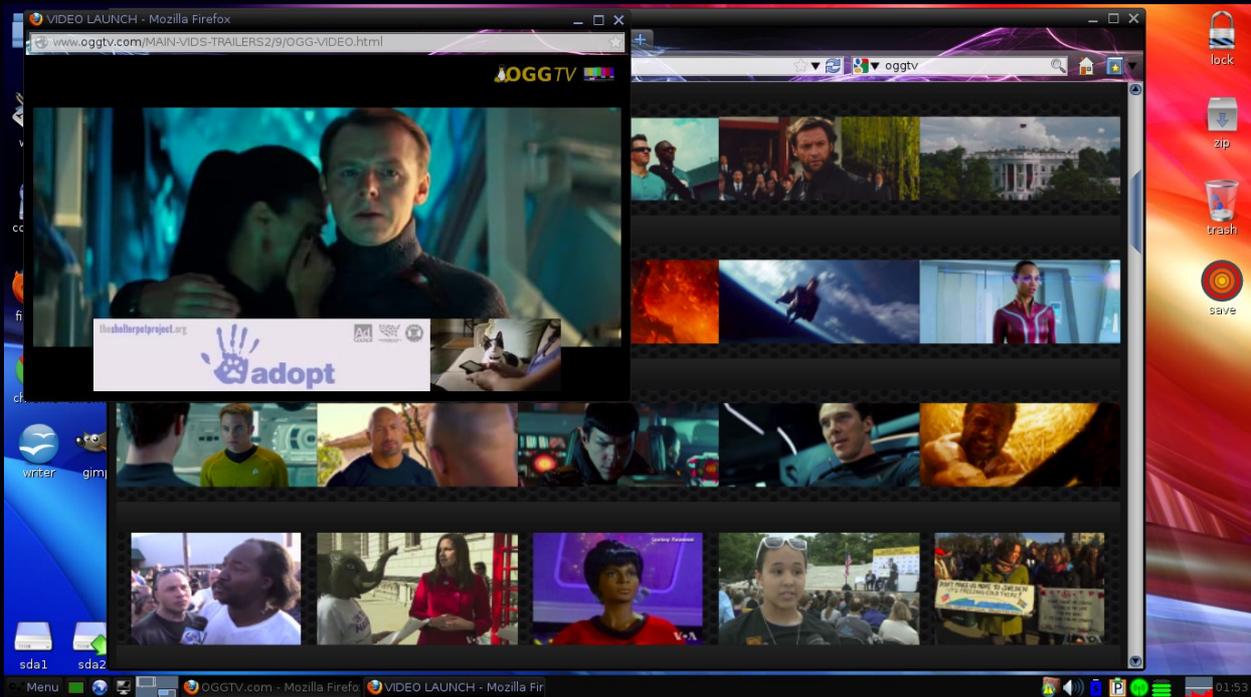


The Upgrade Has Chainloaded Commercials and Videos Which Play in Groups of Ten.

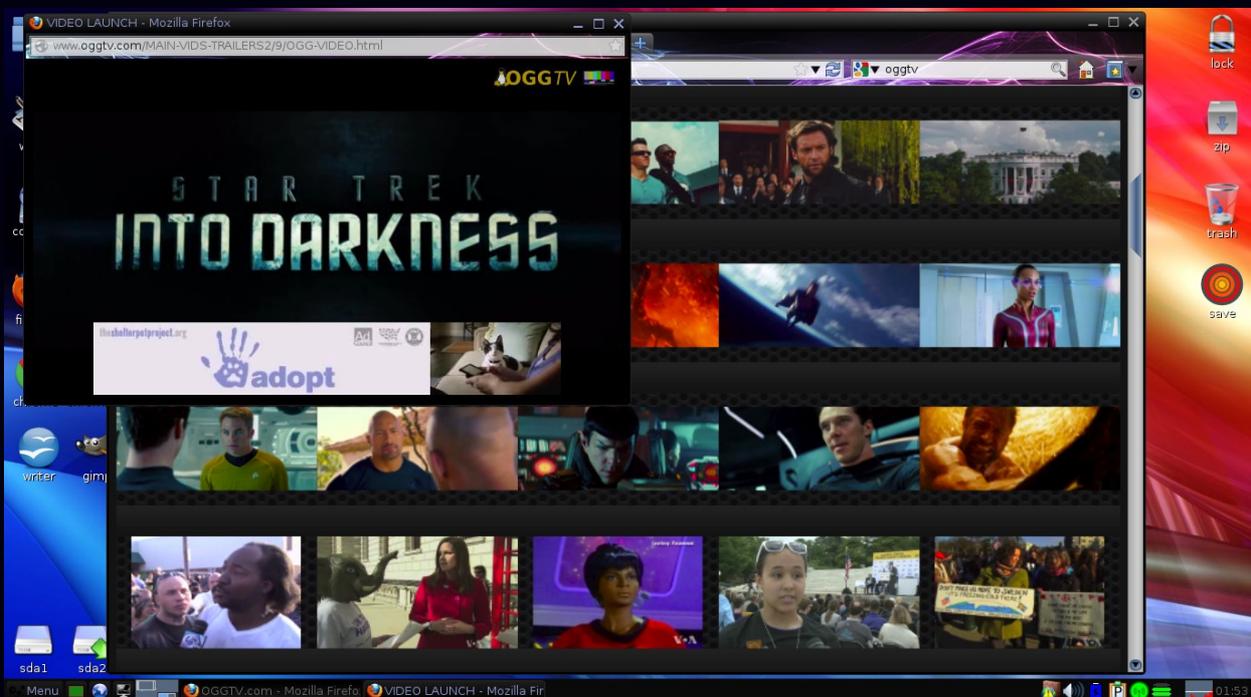


All in a Clean and Efficient Touch-Ready Grid.

The Main Menu Has Popular Videos and News.  
And Constantly Refreshed for Daily Events and Entertainment.

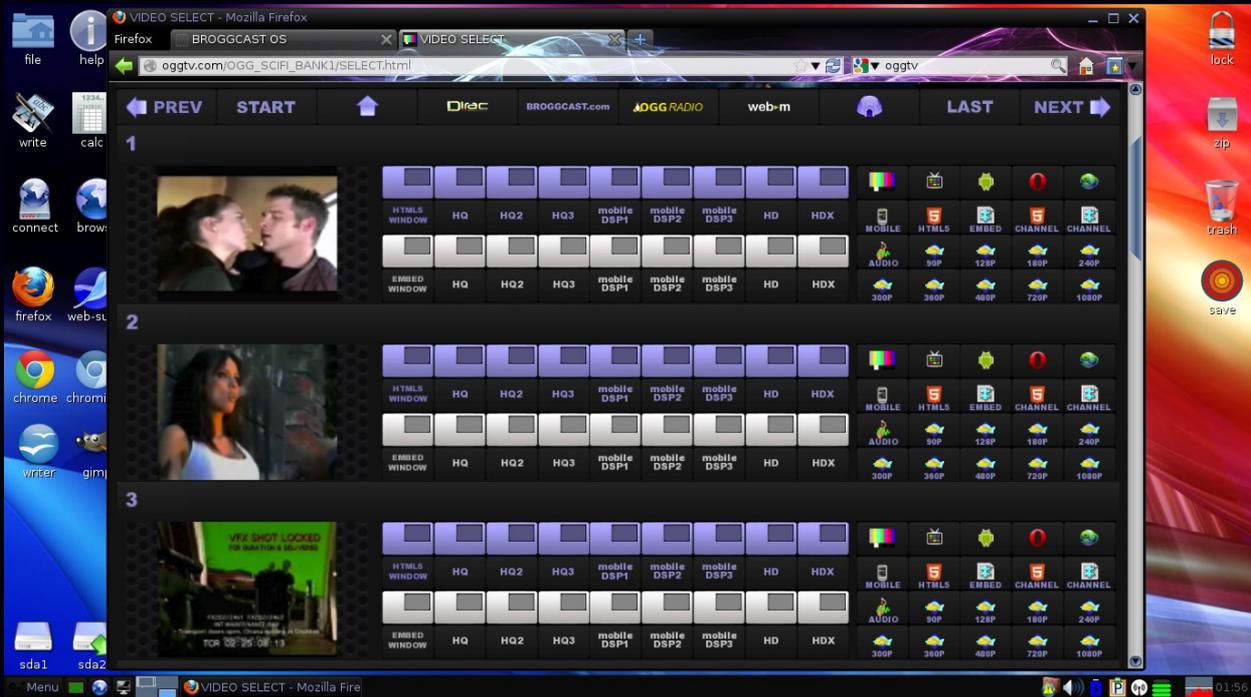


And Refreshed to Reflect the Latest Movies and Shows.

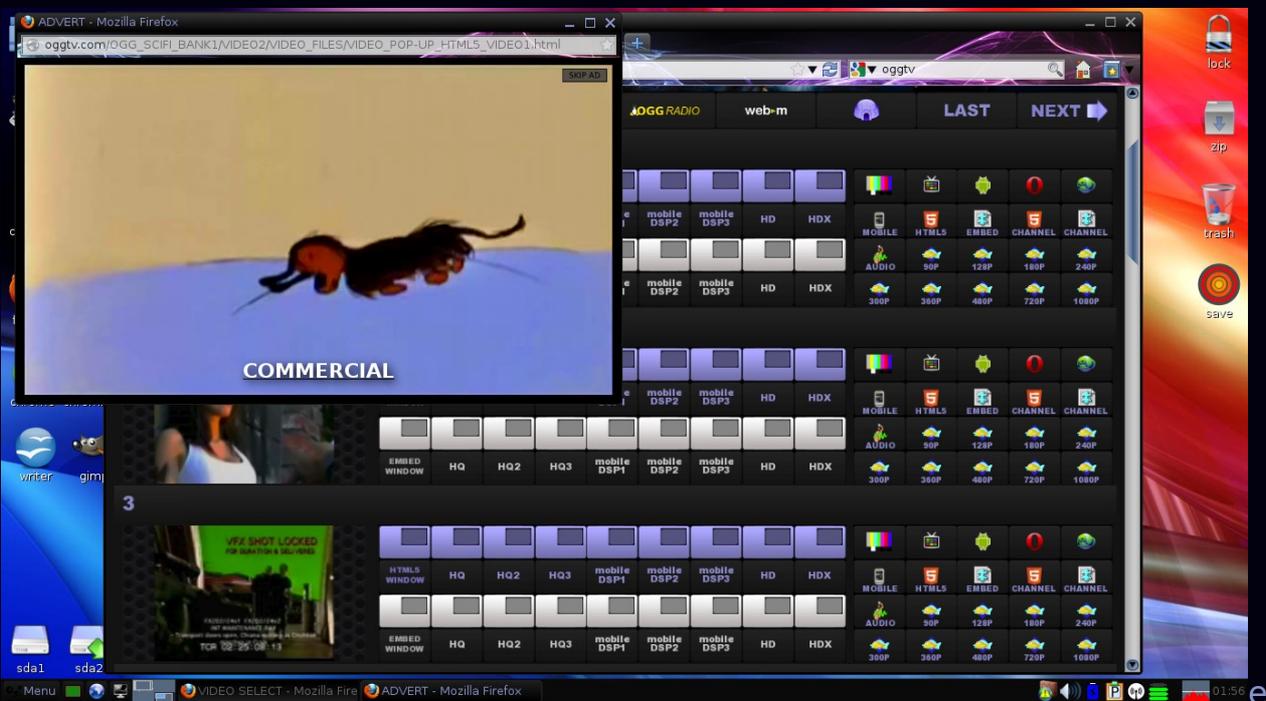


Sydney Programmers Can Maintain a Fresh Menu of Current Interests  
And Advertising.

The Video Selection also Scales to Fit any Browser or Screen.  
With a Fully Upgradable Mobile to HD Playback System.

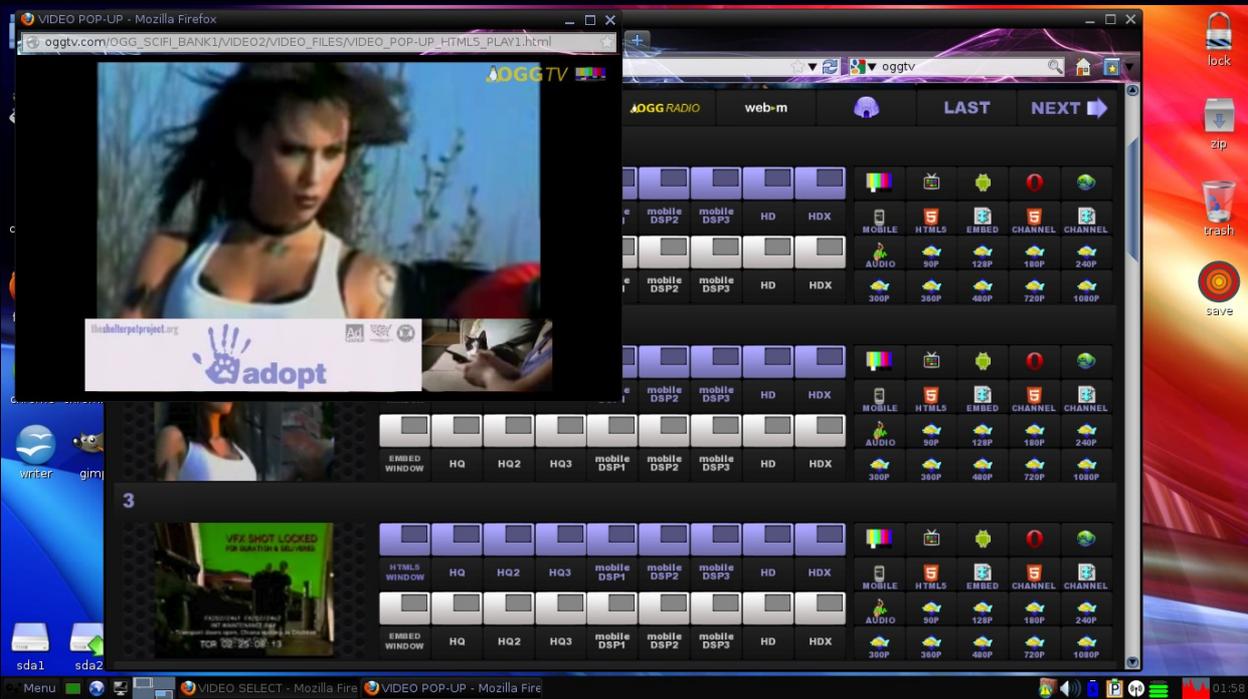


Also With Commercials.

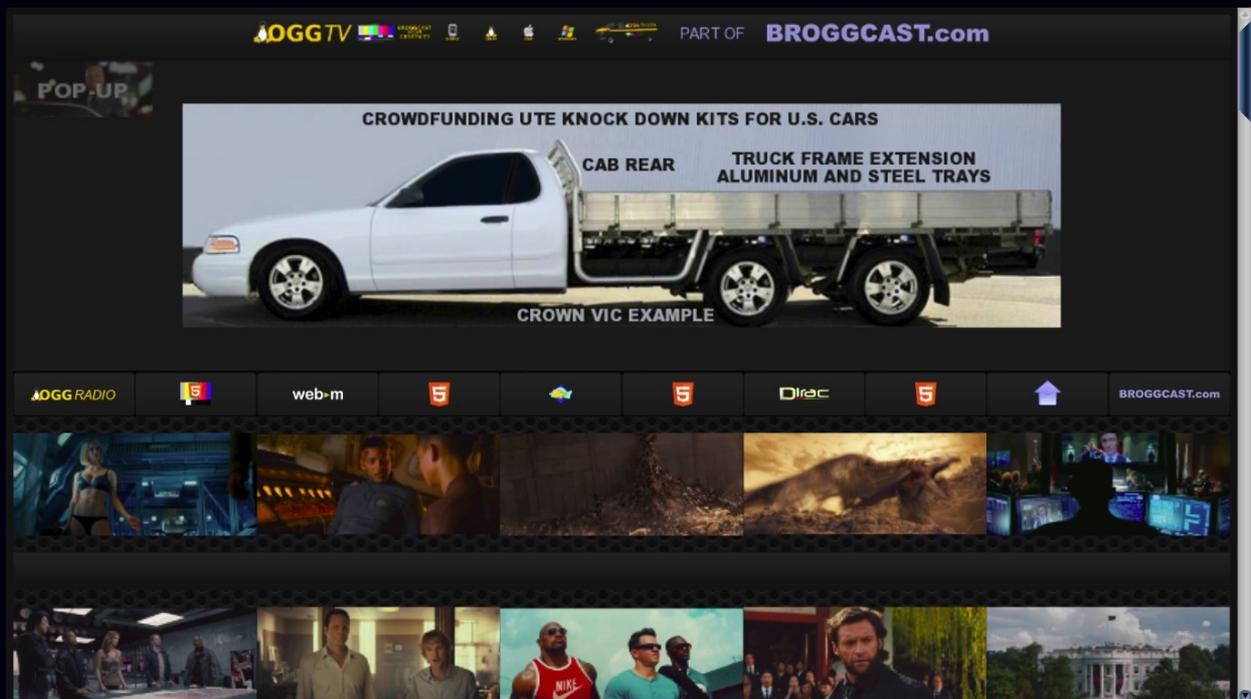


The New Layout is also Full Touch-Ready.

And Pop-Up or Full-Browser Video With Full Motion HTML5 Advert.  
The F11 Key is Used for Fullscreen Video.

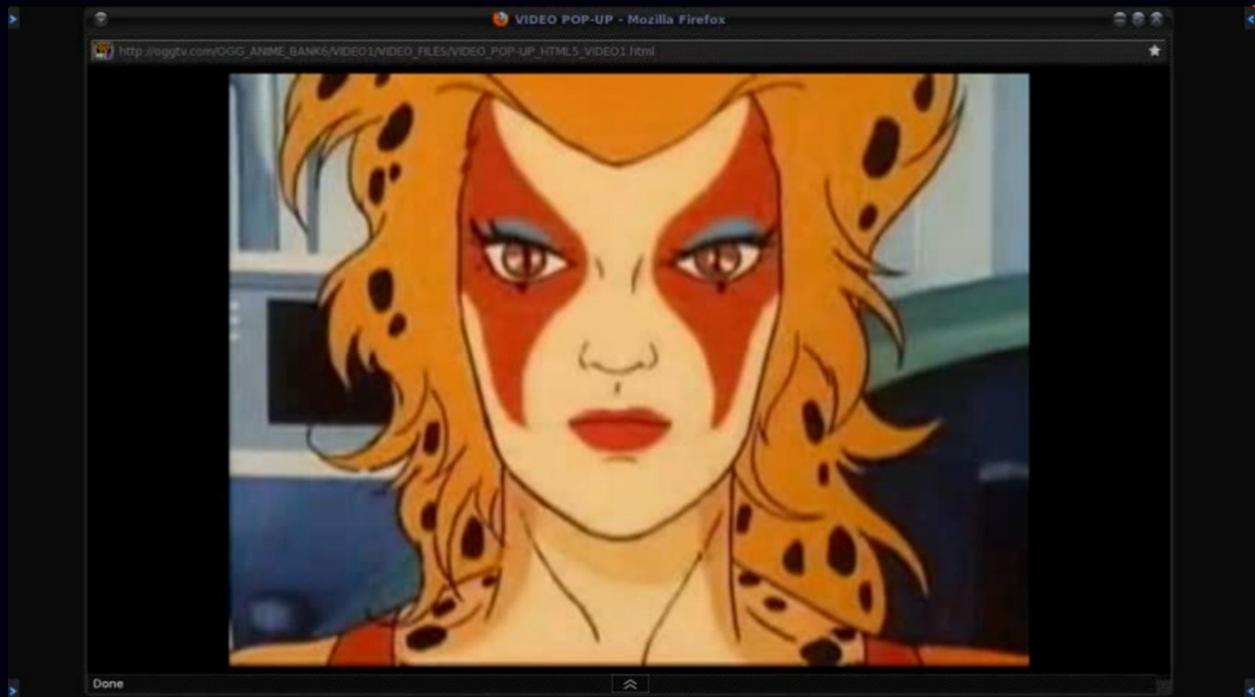


The IPTV Grey TV Menu Does-Not Over-Power the Eyes With a Bright Background in Dark Environments.



The Entire Service Scales to Any TV Resolution or Aspect Ratio.

Which the Browser Window Enlarged or at Fullscreen,



Is Directly Conveyed to the Television Set.

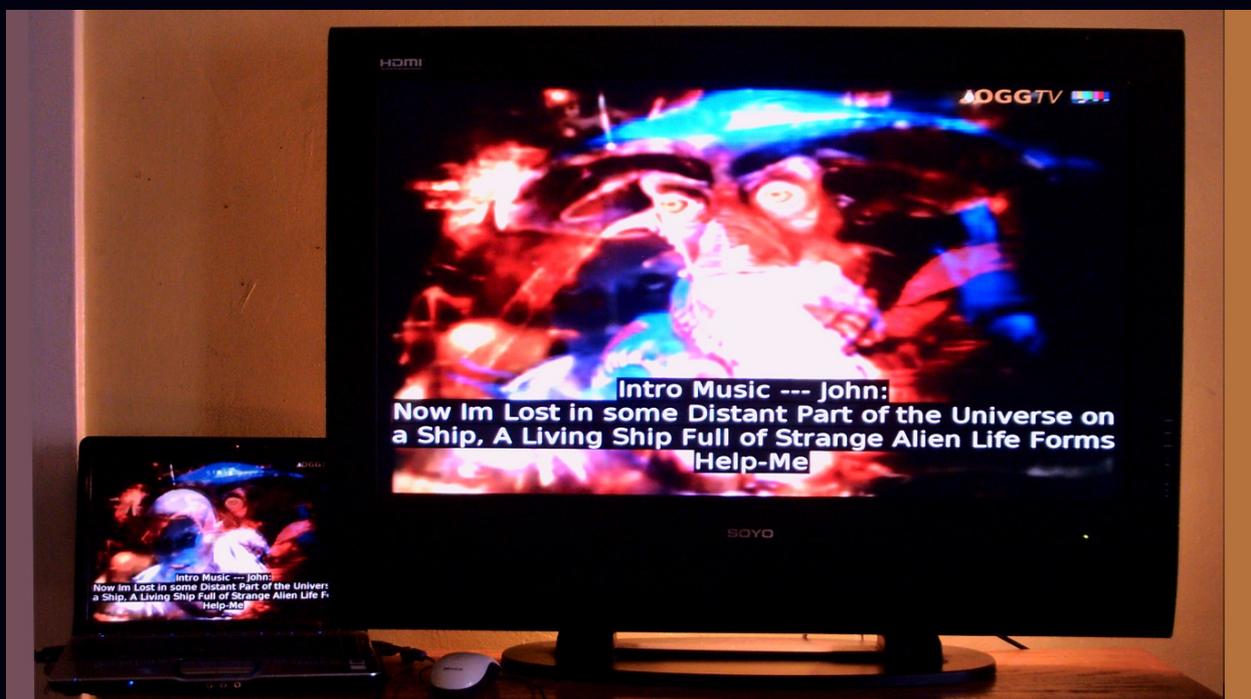


With a Notebook, PC Tower, or Mobile Device Connected to a TV,  
OGGTV is a Powerful Television Advertising and Media Service.  
The HTML5 Web-Browser is the Next Global Television Tuner.  
Open HTML5 TV, is The Furure of Global Television World-Wide.

With Linux Booted from a USB Stick and Connected to a Big-Screen TV (or Windows or Mac Computer), OGGTV can Reach TV Sets Globally.



With the Only Requirement of Starting the Web-Browser, and Selecting Videos, Shows or Channels on OGGTV.



NSW is a Positive Business Location for OGGTV and Stable for Tech Entrepreneurs. OGGTV has The Positive Legacy of HTML5 TV Innovation Before Major Corporations And is a New, Next-Generation Start-Up with New HTML5 Television Technologies.

OGGTV also has its own Linux Distro

OGGTV-LINUX and BROGGCAST OS

Completely New for 2014

With the Latest 3.4 Kernel and WiFi Chipset Drivers.



Also With a Custom Web-Browser / HTML5 TV Application  
And Open-Source HTML5 App System.



OGGTV-LINUX was started in 2009 as a Early Android Competitor  
Which Early Android Laptops Played YouTube.

\*

Conclusion

\*

NSW can Provide a Stable Economy and Area for this Service,

Which Only Needs a ABN and Proper Business Licensing  
With a Clearance to Operate the Service From Sydney.

An Exceptional Start-Up Situation For the NSW Tech Area  
Which can Expand and Build the Local Economy with  
Future Investment.

All Large Companies Start in a Garage (HP, Google, Apple, Etc..).

OGGTV Started With a Lot of Computers and Equipment  
and was Later Streamlined to Laptops, Similar to Other Start-Ups.

The Service Does-Not Require Heavy Investment Since Laptops  
Handle the Programming Tasks and Servers are not Needed.

No Expensive Offices or Buildings are Required Since Even Netflix  
Operates From a Modest Building.

Only Programmers Grouped Together for a Goal is Required  
For Maintaining OGGTV.

And Since OGGTV is Completely Designed for Monetization,  
Advertising Will Carry the Service and Profit.

Heavy Investment Would Only Be Required for Employees and  
Related Expenses When Upgrading to a Larger Company.

NSW only Needs to Fund a Minimal Investment to Transfer  
the Television Service to Sydney.

\*

OGGTV is an Exceptional Tech Asset for NSW,  
Which can Be Built Large Similar to YouTube or Netflix,  
As a Tech Asset for the NSW Government.

\*

Thanks

William Lacy