



# ONLINE VIDEO

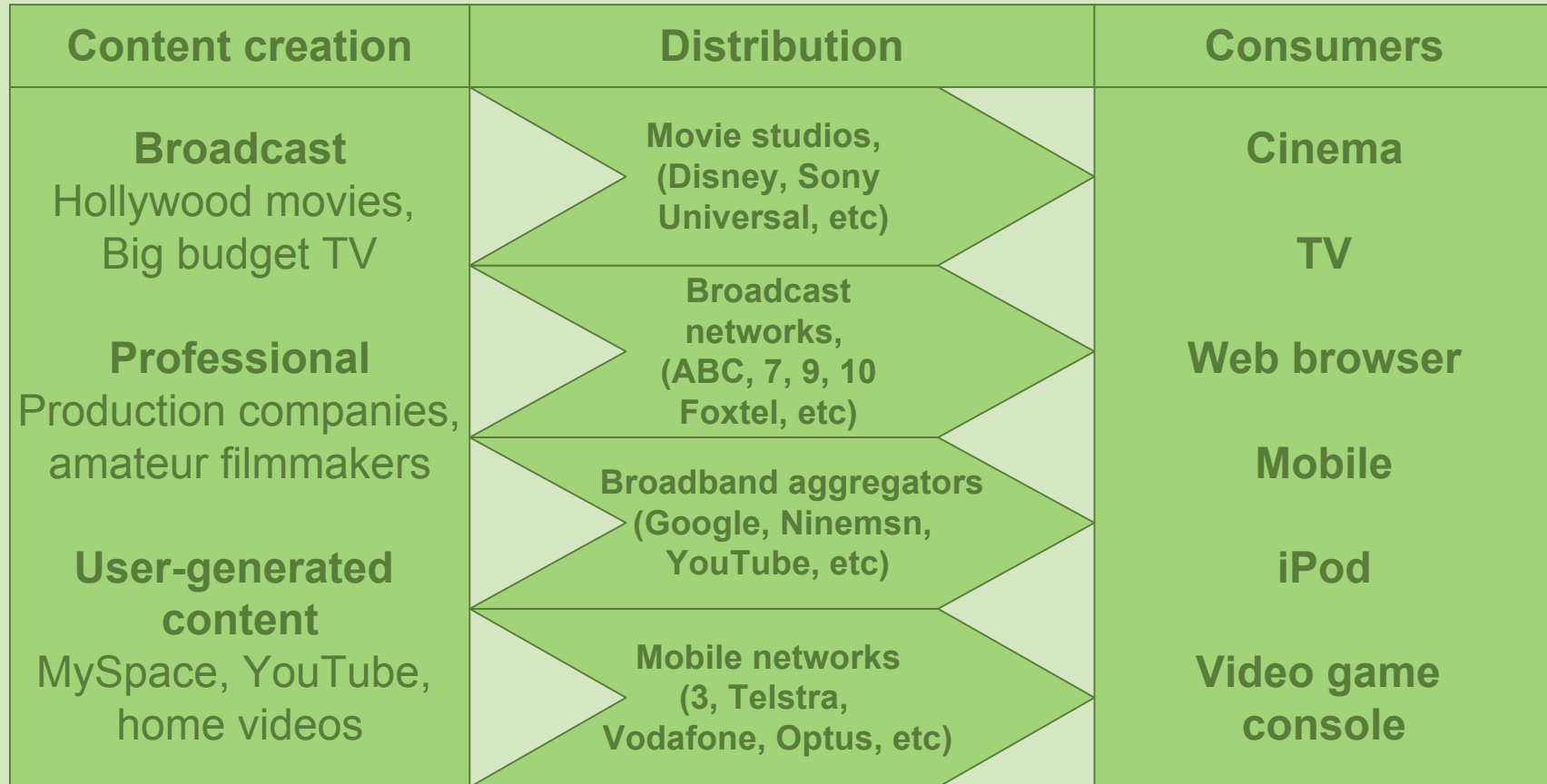
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[www.viocorp.com](http://www.viocorp.com)

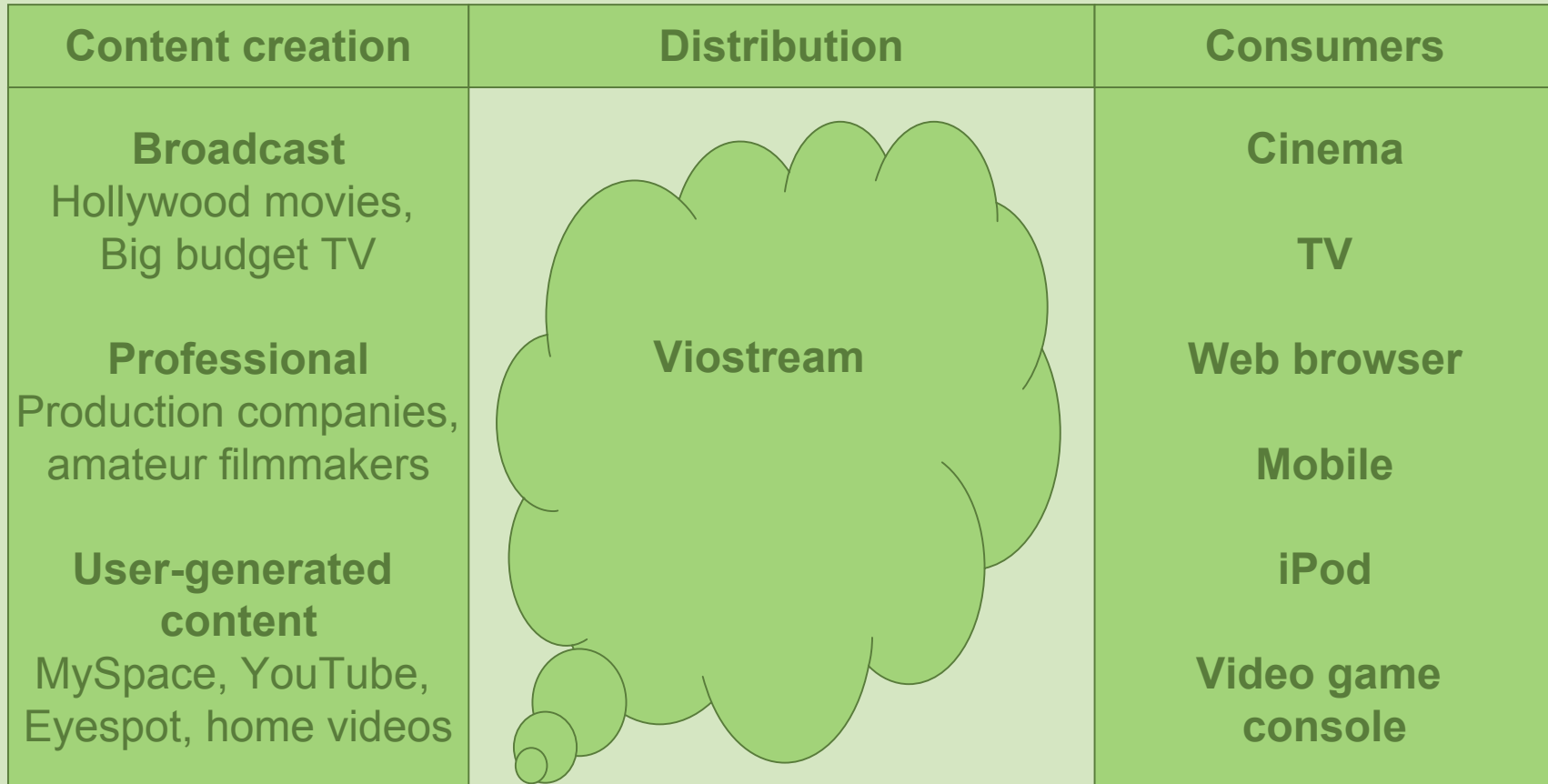
## What is Viocorp?

- Viocorp is a technology company specialising in online video
- Five years old
- Profitable
- Privately owned Australian company

# Content and distribution chain now



# Content and distribution chain - future



“Hi, I’m an internet broadcaster...”

- **2002** [*bewilderment*] “what the hell are you talking about?”
- **2003** [*quizzical*] “good idea, good luck”
- **2004** [*hmm, interesting*] “wow, online video”
- **2005** [*come on in*] “let’s talk”
- **2006** [*yes please*] “where’s my chequebook?”
- **2007** [*the next Big Thing*] “can you speak at the Media and Communications dinner?”

## Background – online video trends

- Infrastructure
- Market education
- Content creation
- Content viewing
- Player standardisation

## Examples

1. Sports content - [Rabbitohs](#)
2. Live multicam – [Defhead](#)
3. User-generated content - [Supervirals](#)
4. Pay-per view – [MardiGras](#)

# Opportunities

- Internal communications
- Marketing
- Events
- Corporate TV

## Contact me

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