



WA UNWRAPPED!

The Minister for Tourism, the Honourable Dr Elizabeth Constable said, “There has never been a better time to future-proof the industry, so we can weather the storm. I believe we can do this by embracing quality and new technology. That way, visitors to Western Australia get the best holiday experience.”

To this end, TCWA have developed a relationship with local IPTV Station, LocoTV, to offer TCWA Members and Accredited Operators exceptional rates to participate in two new online shows promoting tourism operators right across WA.

Plus - The series will run on IPTV upon completion.

The crew from LocoTV, headed up by Steve Correia who started the highly successful Fishing WA TV series, will be hitting the road in 2009 and travelling throughout Perth and to regional areas filming episodes of two new series called “*There’s Nothing to do in Perth!?!*” and “*WA Unwrapped*”. These exciting new series will feature four great tourism activities in each half hour episode. The episodes are broadcast free of charge and on demand to local, national and overseas markets through **online TV** and will be offered to broadcasters of the new TV medium called IPTV, launching to the public this year.

What will it cost me?

The TCWA negotiated price is only **\$2500** per 5 minute segment.

As the series WA Unwrapped is new and yet to be launched online, for an example of what to expect you can see the first episodes of the Perth based series “*There’s Nothing to do in Perth!?!*” by going to www.locotv.com.au right now.

How can it be viewed?

- All of the content is online at www.locotv.com.au and available to download 24 hours a day, 7 days a week “on demand”.
- These shows are free for anyone to view, anywhere in world and are never removed from LocoTV so the promotion of your business continues indefinitely.
- This series will be broadcast via iiNet and Westnet websites “freezones” and promoted to their 500,000 national subscriber base.
- Participants can link to their show as part of their “expanded multi-media service” on their own website to generate new traffic from search engines.
- Shows are made to a TV broadcast specification and can be rebroadcast on Network TV, Foxtel and IPTV.

What is IPTV?

IPTV, otherwise known as Internet Protocol TV, has been the buzzword in TV for the past year. Now experts say that unlimited sourcing of programming from the Internet is at hand, with new television sets boasting direct-to-the-Internet broadband connections. These will allow programming to be streamed to the TV without the use of a computer as an intermediary.

Australia's third largest Internet Service Provider iiNet, which now also incorporates the Westnet brand, recently announced their expected launch of IPTV services this year. IPTV has been highly successful in many countries and is coming to Australian households in 2009.

Even now, according to a recent study by leading computer company Cisco, each person in Australia and NZ now spends an average of 22 hours a week on the internet and only 14 hours watching TV. The survey, by international research consultancy Illuminas, found that 59% of internet users watched video and TV from the internet because it was convenient.

For further information about IPTV and iinet try these links:

www.australianit.news.com.au/story/0,25197,24627716-15306,00.html

http://www.iinet.net.au/customers/iinews/news_0806.html#kidz_biz

LocoTV in a Nutshell

LocoTV is WA's first dedicated IPTV Station with 8 different channels launched and many more coming in mid 2009. The station is based upon wide and varied content that's unique and made "in-house" by LocoTV's station and production team. Shows can be broadcast to your computer, your TV, 3G phone, iPhone and iPod. It's rather like Foxtel ... only FREE!

Underpinning the structure is Loconut, one of WA's most popular websites. After less than 2 years online, Loconut has shown phenomenal growth, with 150,000 monthly visitors to the site and over 25,000 members. Zulu Media, Steve Correia's video production company, is in charge of TV production and content. Steve was the founder and presenter of Fishing WA on Channel Nine for 6 years and has made over 170 episodes of Network TV.

Who's watching?

Since LocoTV's launch in early 2009, already 30,000 shows have been viewed. Approximately 75% of viewers are aged between 20 and 45 yrs with 18% over 45 and 7% under 20, split roughly 50% between males and females.

LocoTV guarantees its participants a minimum of 5000 views of the episode their segment is in within the first 12 months of posting on www.locotv.com.au. Early statistics since launch show that these numbers will be significantly exceeded in the first year alone.

We think this is an opportunity too good to pass up and LocoTV are ready to film for you now.