

Plugging TV into the net

Web content provider Triptych Concepts will launch its flagship series *Verge* next month, with producer Adam Ben Lomsargis aiming to replicate a successful US industry in Australia.

LOMSARGIS says retailers like Harvey Norman are increasingly selling TVs that can plug into the internet, which will boost opportunities for web content producers and support independent productions.

“The advent of the web serial and its industry and economic spin-offs have not yet been realised in Australia,” he says.

“They are already extremely popular through distributors such as WebSerials.com and others, and have been shown to be a legitimate and growing medium for entertainment production.

“And when you look at the big dramas like *Underbelly*, they’re all shot down in Sydney so what you get is a vacuum up here in the industry – we’re setting ourselves up with a bigger vision for talent, but it’s not going to happen overnight.”

Lomsargis says research shows the online video industry will be worth \$6.5 million in 2011, with expectations it will make up 90



On the set of Triptych

per cent of the world’s internet traffic by 2013.

He aims to start a ‘beachhead’ market here in Australia but says future profits will lie in Asian countries where internet-savvy

people are interested in learning about Australian culture and learning English.

So far the company has \$100,000 from investors and is raising a further \$50,000.