

One sentence explanation of the National Internet Platform 2015 08 24

William Shakespeare: "There is a tide in the affairs of men, which, taken at the flood, leads on to fortune. Omitted, all the voyage of their life is bound in shallows and in miseries. On such a full sea are we now afloat and we must take the current when it serves, or lose our ventures."

Arts Minister Senator George Brandis: "We are a not insignificant player in commerce, in geopolitics and we must be in culture as well, and we are."

National Australia Bank: "A ship in the harbour is safe, but that's not what ships are made for."

Brian Savvas: "Talent appreciated at home may please a few, but that's not the best use of talent."

Brian Savvas: "I am working and campaigning to see established in Australia a single, private sector, widely owned, national platform for internet content, of many genres, created by talented Australians to take to a global market."

I am working	With anyone who wishes to join the campaign to see the NIP established.
and campaigning	To governments (federal, state, territory and local), business, individuals.
to see established	Brian Savvas has triggered and is advancing the venture. He will contribute an extensive array of content in a number of genres, much of it complete, some well advanced, some in development, all well thought out. But he will increasing withdraw from the venture over time. However he will always campaign to encourage the growth of the Content Industry in Australia, and will contribute elsewhere if the resultant content is offered to the NIP.
a single,	Australia has only one Olympic team. Australia must have only one NIP. It will enable Australian creative entities to offer their content to the global market, seeking audiences which are orders of magnitude greater in size than those at home. Multiple platforms will detract from each other, divide our resources, dilute our content, diminish the prospect of reaching profitability, inefficiently occupy the time of the creators and diminish our chances of success.
private sector,	See the document <i>National Internet Platform and Government</i> .
widely owned,	No entity will be permitted to own more than a small percentage of the shares in the NIP - see the document <i>National Internet Platform and Government</i> .
national	Promotion to the public will strive to obtain the widest support possible for the NIP with the opportunity presented to give birth to a Content Industry , create jobs, gain export revenue, ... the goal being to see our entire nation embrace the venture, own it and contribute in its promotion globally.
platform	More than a website, it will be the exporter of the products of an industry.
for internet	Which is the future for content, transported to the global market, overtaking cinema, television and other media in efficiency and reach, and gaining profitable margin for producers by over-the-top distribution.

content,	Where content has the widest definition - <i>Content is king</i> .
of many genres,	Genres existing and those unborn. If reports that Australians are pirating <i>Game of Thrones</i> are correct, then we have an appetite for unique and compelling content. We need to direct this appetite towards loyalty to home creators and to the legal consumption of Australian content. Then local content creators will become self-sustaining, with export potential.
created by	The NIP will stir the creative talents in our nation. A multitude of Australian creative entities will be given access to the platform.
talented	Talented people we know and those yet to be discovered.
Australians	Australians seeking careers, with ambition, hardworking, active and wanting a job or with the drive to build their own business. Australians will be urged to consume locally created content even though it seeks a global audience. We are part of the globe.
to take	Through the technology that the internet offers.
to a global	The best dollar earnt is one from export.
market.	The marketplace for a national internet platform is vacant. If Australia occupies it then we may be the only player forevermore. If eventually not alone, then at least we could be the dominant player. We need to act soon and with vigour. The opportunity is nigh. It is fugitive.