

Mayor Bloomberg announces NYC TV On-Demand Player

By Dennis Bouchand

Mayor Michael R. Bloomberg announced the creation of the NYC TV On-Demand player, offering hundreds of high-quality video clips from NYC TV's Emmy Award-winning shows. With a user-friendly interface, a high-speed search engine across neighborhoods and topics, and the ability to e-mail clips to friends, the On-Demand player is NYC TV's next step in using technology and critically acclaimed content to connect New Yorkers and people around the world to the City.



Currently, NYC TV On-Demand has nearly 500 clips culled from NYC TV's library of award-winning original programming. With dozens of clips slated to be added every week after the launch, the player will be the single largest source of online video about New York City lifestyle, culture, neighborhoods and entertainment. NYC TV will continue to enhance the player after today's launch by offering mapping technologies to allow viewers to quickly locate businesses or events in a given clip.

The NYC TV On-Demand player cost roughly \$100,000 to create and operate for one year, and was developed with Brightcove, an Internet TV service for broadband media distribution.