

New York City Uses Brightcove Online Video Player

(Multichannel News) _ New York Mayor Michael Bloomberg said Monday that the city will begin distributing on-demand videos via the Internet through a video player developed by Brightcove <http://www.multichannel.com/article/CA6408788.html>.

The city said it will spend about \$100,000 annually to operate the NYC TV On-Demand video player, which is available on the city government's Web site <http://www.nyc.gov/html/nycmg/nyctvod/html/home/home.html>, along with other Web sites that distribute Brightcove content. The player contains about 500 clips showcasing "everything New York."

"The innovative new NYC TV On-Demand player shows how NYC TV is at the leading edge of the television industry, and how through increasingly powerful technology, we can make New York City and our hundreds of unique and diverse neighborhoods more accessible to all New Yorkers and potential tourists from around the world," Bloomberg, the founder of Bloomberg TV, said in Monday's announcement.

NYC TV said it will continue to enhance the player by offering mapping technologies to allow viewers to quickly locate businesses or events in a given clip.

Several major media networks rely on Brightcove's Web video player to distribute content, including Discovery Communications and The Weather Channel <http://www.multichannel.com/article/CA6465647.html>.

Over the past four years, NYC TV has won 21 New York Emmy Awards and has been nominated 68 times. NYC TV has also been honored with 42 national Telly Awards and four Promax Awards.

In September 2006, NYC TV partnered with WNBC to create NYC TV on NBC. Also in September 2006, Secrets of New York became NYC TV's first nationally syndicated program.