

On-Demand Internet Video Technology Launched in NYC

Mayor Michael R. Bloomberg has announced the creation of the NYC TV On-Demand player, a cutting-edge Web site 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.



“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,” said Bloomberg. “NYC TV has grown by leaps and bounds over the last four years, and with this new player, that growth has expanded to the worldwide Web.”

Unlike many other Web sites with television content, NYC TV On-Demand capitalizes on the Internet's opportunity for increased interactivity through several innovative features. In addition to content organized by program name, the player features an intelligent, high-speed search option that allows viewers to sort clips by neighborhood or keyword.

NYC TV On-Demand uses powerful technology that allows for “viral” distribution of content, including the ability to e-mail clips to friends or provide links back to the NYC TV On-Demand player. For instance, a small business or cultural institution featured on a NYC TV show can link from its Web site to the clip on the On-Demand player. Additionally, automated feeds enable fans of certain shows or content categories to be alerted when similar content is released.

“The video player harnesses the powerful tools of the Internet and applies them to NYC TV's award-winning local content,” said NYC TV General Manager Arick Wierson. “NYC TV On-Demand catapults us to the front of the line in terms of innovation, interactivity and user experience. This is cutting-edge stuff, and it's happening inside of government.”

Other features of NYC TV On-Demand include an online host to guide viewers through the interactive process. The host, an innovative feature for Internet video players, educates newcomers to the site about the variety of tools and options at their disposal. In addition, the player contains messages that scroll across the bottom of the screen, delivering information about city services, events or agencies relating to the clip that is playing.