

**New York City Uses Brightcove Online Video Player**

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.

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, along with other Web sites that distribute Brightcove content. The player contains about 500 clips showcasing "everything New York."