

## **Big Apple teams for web TV**

Bloomberg announces deal with Brightcove

By SAM THIELMAN

Call it AppleTube. New York Mayor Michael Bloomberg announced Monday that the city has partnered with web TV provider Brightcove to produce web-based, on-demand provider NYCTVOD.

System contains clips organized by content type: interviews with New York-based celebrities dominate one section, while food, nightlife and shopping comprise others. The station will also feature segments from the PBS-syndicated show "Secrets of New York."

The web-based system is set up to promote the viral exchange of the site's content, encouraging viewers to email and link the clips to friends. The mayor suggested that the program would help to make information about the city more readily available "to all New Yorkers and tourists from around the world."