Title: **NoTube**

Subtitle: Investigating the dark side of meaning production

Speaker: **IOCOSE**

Short: *In an age obsessed with digital preservation, constantly growing databases, search engine optimization and unlimited encyclopedias, the NoTube is here to investigate in the dark side of meaning production.*

Long: The NoTube project questions, in a playful way, the implications of the Web2.0 philosophy of user-generated content. A website such as YouTube is built on the promises that each upload will be saved and preserved, regardless of its quality, usefulness, meaning or value. Therefore, the database of YouTube is constantly increasing in size, and the options for searching and filtering such large amount of data are essential. Keywords, links, descriptions and titles make each video more or less relevant according to the query of the user. Videos with zero views, with no keywords or storyline represent the dark side of YouTubes inclusive approach. Such videos are all somewhere in there, however they are not expected to be found, seen or discussed. Searching for valueless content is a challenge for the user and a way of questioning the rationale behind YouTube, and the preservation of user-generated content in general. The NoTube project consist of two parts: the NoTube Contest and the FirstViewerTelevision 1)NoTube Contest The winner of the NoTube Contest is the participant who manages to find the most valueless video on YouTube. A video uploaded on YouTube is generally oriented to a large audience, has a simple narrative and can be easily categorized. A NoTube video, instead, fails in every promise and contradicts viewers' expectations for a meaningful experience. A good NoTube video cannot be summarized, does not offer any keyword for searching it, is not linked by any other web site, has not been discussed and cannot be discussed. An ideal submission to the NoTube Contest should present NO evident reason to 1) make 2) publish 3) watch such video. http://notubecontest.com 2)FirstViewer Television The First-Viewer Television is an online streaming of zero-views videos from YouTube, updated every 2 hours. Any video of the First-Viewer Television is automatically eliminated from the playlist once shown for its first time.Thus, every streaming is unique and unrepeatable, and shows only videos that had no previous viewers The First-Viewer Television is available at http://firstviewer.tv/ Further information about coding and how it works is available at https://github.com/iocose/FirstViewerTV