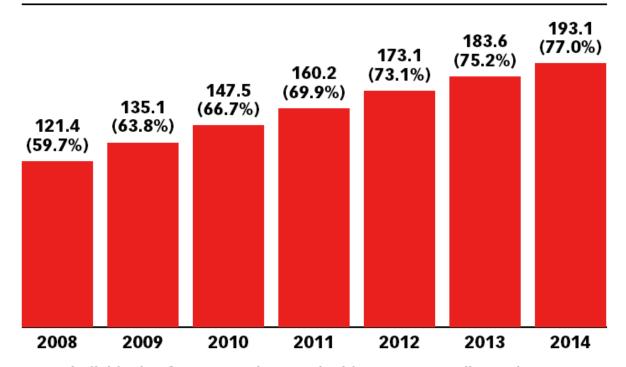# Audio/Video
and
The New York Public Library

Prepared by James Murdock

February 2, 2011

I. Overview

Web Video is Growing:

US Online Video Viewers, 2008-2014 (millions and % of Internet users)

2008	2009	2010	2011	2012	2013	2014
121.4 (59.7%)	135.1 (63.8%)	147.5 (66.7%)	160.2 (69.9%)	173.1 (73.1%)	183.6 (75.2%)	193.1 (77.0%)

Note: individuals of any age who watch video content online at least once per month
Source: eMarketer, April 2010

114434   www.**eMarketer**.com

A/V and NYPL's Mission:

Audio and video recordings of public programs, such as *LIVE from the NYPL*, attract more online streams/downloads than the number of people who attend these events in person:

- The most an event can accommodate is 500 people seated in Bartos Forum, but the average recording of an event is streamed/downloaded 1,675 times during the first few months after it is uploaded to the Web—that's **335% more**.

- The most-watched *LIVE from the NYPL* program, a debate between Christopher Hitchens and Al Sharpton, boasts nearly **500,000** cumulative views and downloads since 2007 (largely on fora.tv).

- These numbers suggest that the true audience for many NYPL public programs lies online.

Another example of video's importance to the Library is the 2010 Advocacy campaign, which made use of video in several ways. The "Who You Gonna Call" video, produced in partnership with Improv Everywhere, went viral and attracted more than **2 million** views.

NYPL's Web A/V Presence:

iTunes

YouTube

nypl.org

fora.tv

artbabble.org

Examples:

- KidsLIVE & TeenLIVE
  http://www.nypl.org/audiovideo/kids-live-presents-turtle-island-medicine-show

- Keith Richards at LIVE from the NYPL
  http://www.nypl.org/audiovideo/keith-richards-conversation-anthony-decurtis

- Keith Richards Backstage at LIVE
  http://www.nypl.org/audiovideo/backstage-keith-richards

- Mounseer Nongtongpaw
  http://www.youtube.com/watch?v=-NN3VXur4Tg

- Scriptorium videos
  http://www.nypl.org/node/97933

- Anti-Prom series
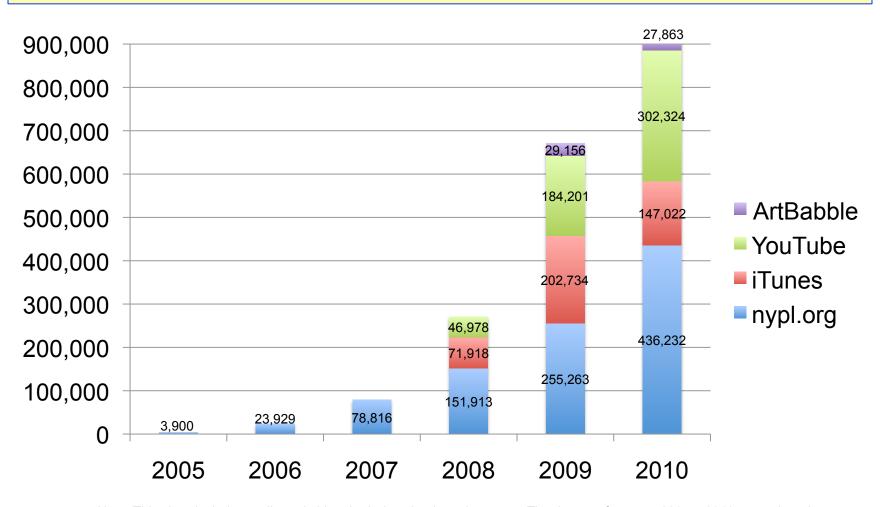 http://www.nypl.org/node/90325

Digital Content Creation Kits:

- Allow any staff member to record and edit audio and video with high-quality, easy-to-use tools.

- Piloted one kit in fall 2008; soft launch with five more kits in fall 2010.

- Since fall 2010, **150 videos** have been created —resulting in **26,686 views and downloads**— of everything from public programs, such as a "Whose Poem Is It?" slam, http://www.nypl.org/audiovideo/whose-poem-it, to teen-created content for HomeworkNYC,

  http://www.nypl.org/audiovideo/muhlenberg-librarys-homeworknyc-commercial.
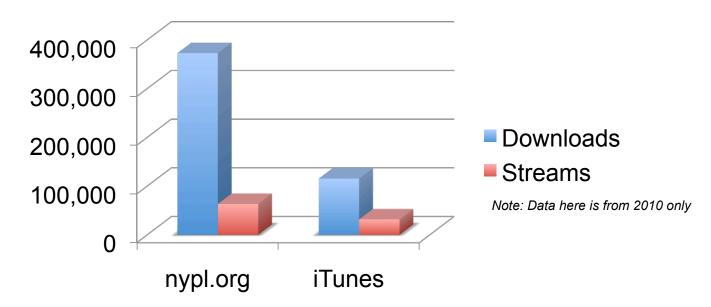
II. Results

Overall Traffic:

	ArtBabble
	YouTube
	iTunes
	nypl.org

Data values shown in chart:
- 2005: 3,900
- 2006: 23,929
- 2007: 78,816
- 2008: nypl.org 151,913; iTunes 71,918; YouTube 46,978
- 2009: nypl.org 255,263; iTunes 202,734; YouTube 184,201; ArtBabble 29,156
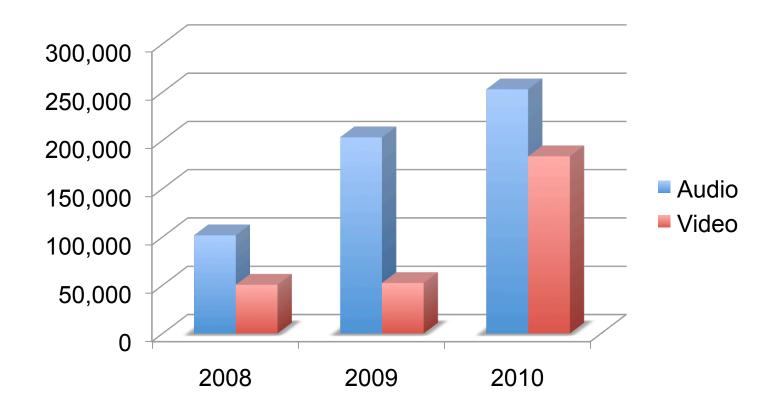- 2010: nypl.org 436,232; iTunes 147,022; YouTube 302,324; ArtBabble 27,863

Note: This chart includes audio and video, both downloads and streams. The data set for years 2005 – 2010 on nypl.org is incomplete. Fora.tv numbers for each year are unavailable.

Deeper Dive into the Numbers:

- On nypl.org and iTunes, which offer both downloads and streams of the same content, **downloads are more popular**— by a significant margin.

Downloads
Streams

Note: Data here is from 2010 only

- On nypl.org, **audio** files are **more popular than video** files of the same content*.

* This includes both downloads and streams; video streams were under-counted in 2009 but we might have under-counted audio streams in 2010.

Top 10 Downloads on nypl.org in 2010:

Content	Format	Series	Date	Downloads
Keith Richards	**Video**	**LIVE from the NYPL**	**10/29/10**	**41,648**
"Anger Management," Turn It Up @ Muhlenberg	Audio	Teens	12/1/07	18,746
The Moth	Audio	LIVE from the NYPL	10/12/07	7,192
George Carlin Tribute	**Audio**	**LIVE from the NYPL**	**3/24/10**	**6,880**
"All Eyes on Me," Turn It Up @ 96th Street	Audio	Teens	8/30/08	5,933
JayZ and Cornell West	**Video**	**LIVE from the NYPL**	**11/15/10**	**5,718**
Reading in a World of Images	Video	LIVE from the NYPL	9/17/08	4,769
ReMix: Lawrence Lessig, Shepard Fairey	Audio	LIVE from the NYPL	2/26/09	4,531
Side Effects: Adam Phillips	Audio	LIVE from the NYPL	5/4/07	3,910
Barbara Cook Master Class	Video	LPA	2/21/06	3,850
Jon Waters	**Video**	**LIVE from the NYPL**	**6/7/10**	**3,029**
Patti Smith	**Video**	**LIVE from the NYPL**	**4/29/10**	**2,749**

Top 10 Streams* on nypl.org in 2010:

Content	Series	Date	Streams
Keith Richards	**LIVE from the NYPL**	**10/29/10**	**7,433**
Velvet Underground Reunion	LIVE from the NYPL	12/8/09	5,165
NYPL's New Sorter	**COMM**	**4/22/10**	**2,037**
Meet Khalil Muhammed	**COMM**	**11/17/10**	**1,383**
David Remnick and Ta-Nehisi Coates	**LIVE from the NYPL**	**4/6/10**	**1,108**
Three Faiths Scriptorium Parchment video	**Exhibitions**	**10/19/10**	**1,091**
JayZ and Cornell West	LIVE from the NYPL	11/15/10	774
Bernard Henri Levy & Slavoj Zizek	LIVE from the NYPL	9/16/08	709
Three Faiths Scriptorium Illumination video	Exhibitions	10/19/10	698
Three Faiths Scriptorium Writing video	Exhibitions	10/19/10	650

* Video

Top Videos on YouTube in 2010:

Video	Series	Year	Percentage	Views
Mounseer Nongtongpaw	**Exhibitions**	**2010**	**11.6**	**32,747**
Tillman Skates for Libraries	**COMM**	**2010**	**8.8**	**25,084**
Summer Reading 2010	**Kids**	**2010**	**5.1**	**14,445**
Art Deco	Treasures of the NYPL	2008	3.8	10,659
Patti Smith Backstage	**LIVE from the NYPL**	**2010**	**2.9**	**8,179**
Wes Anderson & Noah Baumbach Backstage	LIVE from the NYPL	2009	2.4	6,858
Velvet Underground Backstage	LIVE from the NYPL	2009	2.2	6,392
Ryan Adams Reading "White Diamond"	LIVE from the NYPL	2009	2.1	6,085
Mapping the Hudson - NYC Flyover	Exhibitions	2009	1.9	6,014
Jon Faddis - Jazz Oral History	Jazz Oral Histories	2008	1.9	5,326

- These 10 videos accounted for 42.7 percent of all traffic to NYPL's YouTube channel in 2010.
- Our other 205 videos accounted for the remaining 57.3 percent of traffic.

Programs Recorded:

Series	FY 2008	FY 2009	FY 2010	FY 2011 to date	FY 2011 upcoming*
LIVE from the NYPL	43	35	29	18	20
Misc. Events**	2	7	31	50	37
Supporters	11	25	18	10	10
COMM	12	22	14	6	5
SIBL	0	1	13	10	20
Cullman Center	8	10	6	5	8
LPA	11	11	6	0	0
Teens	3	6	12	3	4
Exhibitions	0	3	10	8	5
Periodically Speaking	4	6	7	3	4
Children & Parents	2	7	8	0	1
OSD	0	5	8	2	2
KidsLIVE/TeenLIVE	0	0	0	4	4
NYPL TV***	8	0	0	0	0
Schomburg	0	0	7	0	0
Teaching & Learning	0	0	2	1	2
Totals:	104	138	171		242

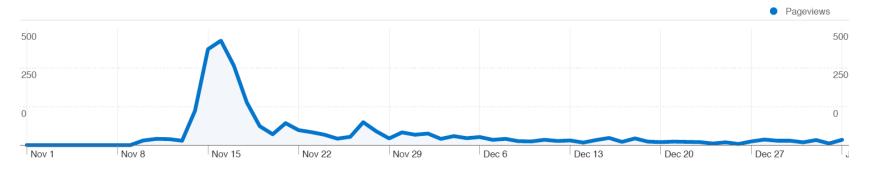*   Estimates based on existing requests for programs to be recorded, or based on fall 2010 season.
**   One-off lectures, panel discussions, and other public programs that are not part of a series.
***   NYPL TV was a catch-all category for miscellaneous content and is no longer used.

III. Challenges

Importance of Timeliness:

- With few exceptions, most traffic to our a/v assets, regardless of platform, occurs within the first few days after an event (or after the video is uploaded). Take the Keith Richards video:

This page was viewed 3,047 times

- But the Keith Richards video was posted much later than it should have been, November 8 v. November 2 (the date the contract says it should have been completed), costing us both press coverage and Web traffic.

- The JayZ video suffered from an even longer production delay and its traffic suffered substantially.

- Audience members often shoot their own videos (on phones) and these, despite their poor quality, get more views because they're uploaded first.

Equipment:

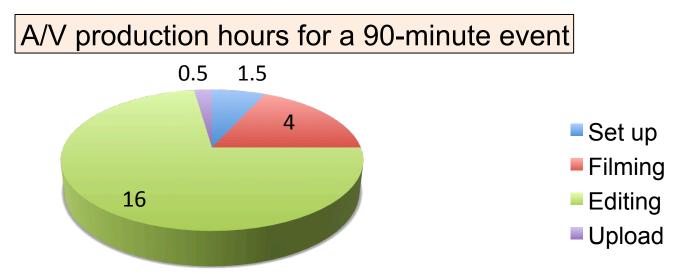- NYPL's existing cameras and recording devices are dying—not to mention obsolete—and are costly to fix.

Camera

Firewire cable

External hard drive / CF card

x 3

People:

- High-quality video production currently requires lots of people both to film and to edit—and this significantly increases production costs.

A/V production hours for a 90-minute event

0.5   1.5

4

16

- Set up
- Filming
- Editing
- Upload

- Recording audio is significantly cheaper than video (and we know audio gets more traffic), so we've already scaled back what we film in favor of recording audio only.

Quality:

- The existing range in production quality makes an (unintentionally) negative statement about which programs the library does and does not value.

v.

IV. Needs and Opportunities

Equipment:

- We still need more people to help film and edit—but **better technology** would both eliminate the need for hiring as many videographers and **would slash editing time** dramatically.

Camera

Internal CF cards

Switcher

- Transcription meets NYPL's mission to serve all populations—including those with visual and hearing impairments.

- Some programs are transcribed, such as LIVE, but we've had requests for everything else to be transcribed.

- Transcripts can also be used to make content searchable on the Web, which increases traffic to nypl.org.

Donor Recognition Ideas:

- All videos could begin and end with a brief animation reflecting the sponsor name (just as the KidsLIVE and TeenLIVE videos do now, http://www.nypl.org/audiovideo/kids-live-presents-turtle-island-medicine-show).

- All audio files could begin and end with sponsor recognition.

- Sponsorship for individual series, for example, "Periodically Speaking is brought to you through the generosity of…"

- Sponsorship for backstage and/or highlights videos.

- Sponsorship of NYPL's a/v page and/or other online presences such as YouTube and iTunes U.

- Transcription sponsorship.