Designing New Information Streams: Libraries in iTunes

Jason Clark Head of Digital Access and Web Services Montana State University Libraries

Internet Librarian October 26, 2010

Twitter #hashtag

#intlib10
#newstream

Overview

- New Distribution Channels
- Libraries in iTunes Libraries?
- How to do it?
- Questions

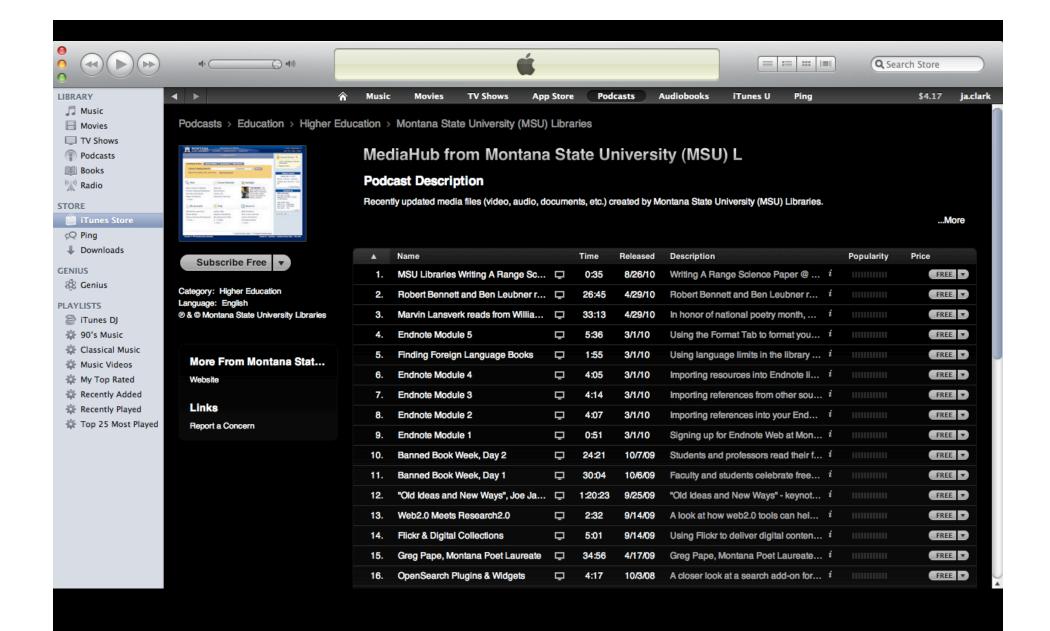
"Discovery happens elsewhere."

Lorcan Dempsey, OCLC Research and Chief Strategist http://orweblog.oclc.org/archives/001430.html

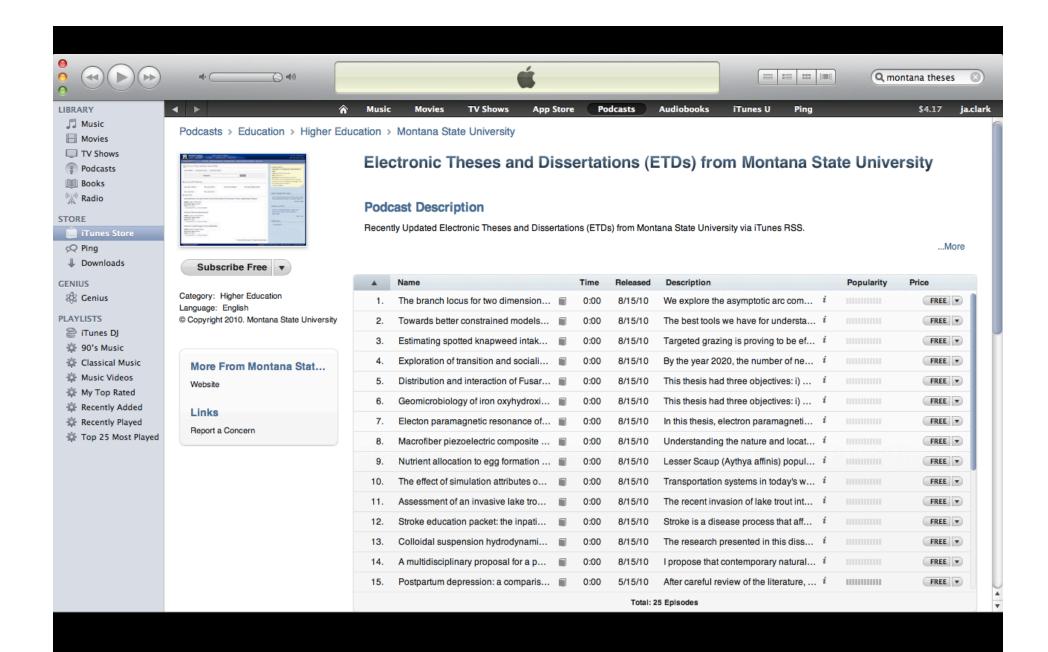
iTunes as a Library Platform

"iTunes has now sold six billion songs"

http://techcrunch.com/2009/01/06/itunes-sells-6-billion-songs-and-other-fun-stats-from-the-philnote/



http://itunes.apple.com/us/podcast/mediahub-from-montana-state/id330315907



http://itunes.apple.com/us/podcast/mediahub-from-montana-state/id330315907





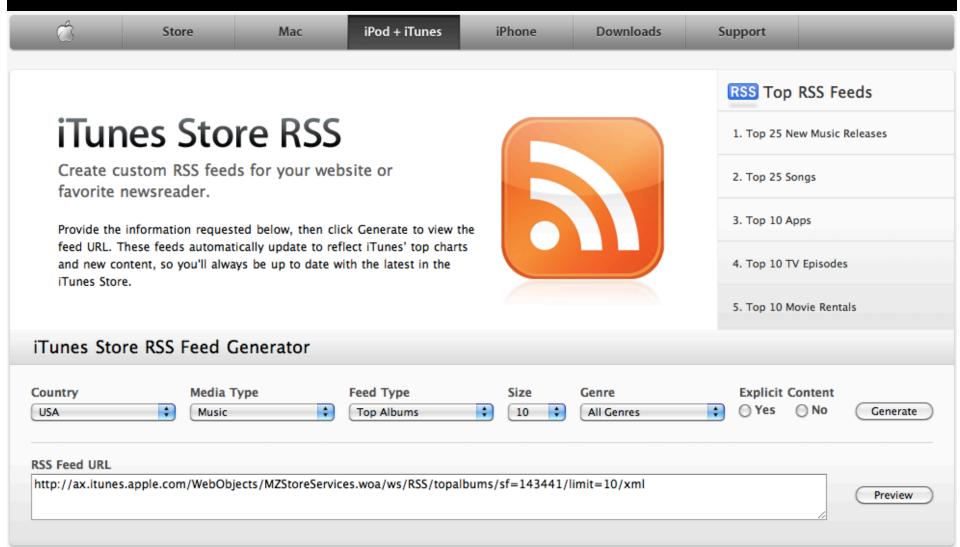
A social network for music. Join the conversation.

Follow your favorite artists and friends to discover the music they're talking about, listening to, and downloading. To get started, turn on Ping and create your profile.

Turn On Ping

iTunes is Social?

http://itunes.apple.com/rss



iTunes is Open?

"APIs, Links, Google Juice"

For Real?

API – iTunes Store

- Search and Lookup Functions
- Move outside of the "Black Box"

http://www.apple.com/itunes/affiliates/resources/documentation/itunes-store-web-service-search-api.html

Podcasts > Education > K-12 > go2collegeMT (various directors and creators)



Links

Report a Concern

go2collegeMT

Podcast Description

go2collegeMT is the place for Montana students, school counselors, and college representatives to learn about college Montana.

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opy Link		Name		Time	Heleased	Description
are On Faceboo	k	9th Grade Checklist for College		0:00	8/25/09	A checklist for 9th grade high school $\it i$
are On Twitter		College Comparison Worksheet		0:00	4/27/09	This form (.pdf) can be used in conju i
	3.	MT Poster Series - Getting to College	Ō	4:28	4/27/09	Video of students talking about their i
	4.	Watch Greg Pape, Montana's poet laur	е	34:56	4/17/09	Audio (podcast) of Greg Pape, Mont
geM		Total: 4 Episodes				
1	ppy Link nare On Faceboo nare On Twitter	ppy Link hare On Facebook hare On Twitter 3. 4.	9th Grade Checklist for College College Comparison Worksheet 3. MT Poster Series - Getting to College 4. Watch Greg Pape, Montana's poet laure	9th Grade Checklist for College College Comparison Worksheet 3. MT Poster Series - Getting to College 4. Watch Greg Pape, Montana's poet laure	9th Grade Checklist for College 0:00 College Comparison Worksheet 0:00 3. MT Poster Series - Getting to College 4:28 4. Watch Greg Pape, Montana's poet laure 34:56	9th Grade Checklist for College 0:00 8/25/09 Itare On Facebook Itare On Twitter 0:00 4/27/09 3. MT Poster Series - Getting to College 4:28 4/27/09 4. Watch Greg Pape, Montana's poet laure 34:56 4/17/09

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Montana State University - Electronic Theses and Dissertations

The Electronic Theses and Dissertations (ETDs) project at Montana State ... www.montana.edu/etd/ - Cached - Similar

Dissertations & Theses Resources :: Montana State University Libraries

MSU Electronic Theses & Dissertations (ETDs) (2003-present): MSU Master's ...

www.lib.montana.edu > Resources - Cached

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Overview of how to find older MSU theses and dissertations in the library. guides.lib.montana.edu/theses

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www.lib.umt.edu/etd - Cached - Similar

Geosciences Department - The University of Montana 🕸

Henry, Heather M., 2007, Investigation of a triangle zone structure between ... www.umt.edu/geosciences/faculty/sears/sears.htm - Cached - Similar

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Google Juice

Getting Started

1. Create good metadata

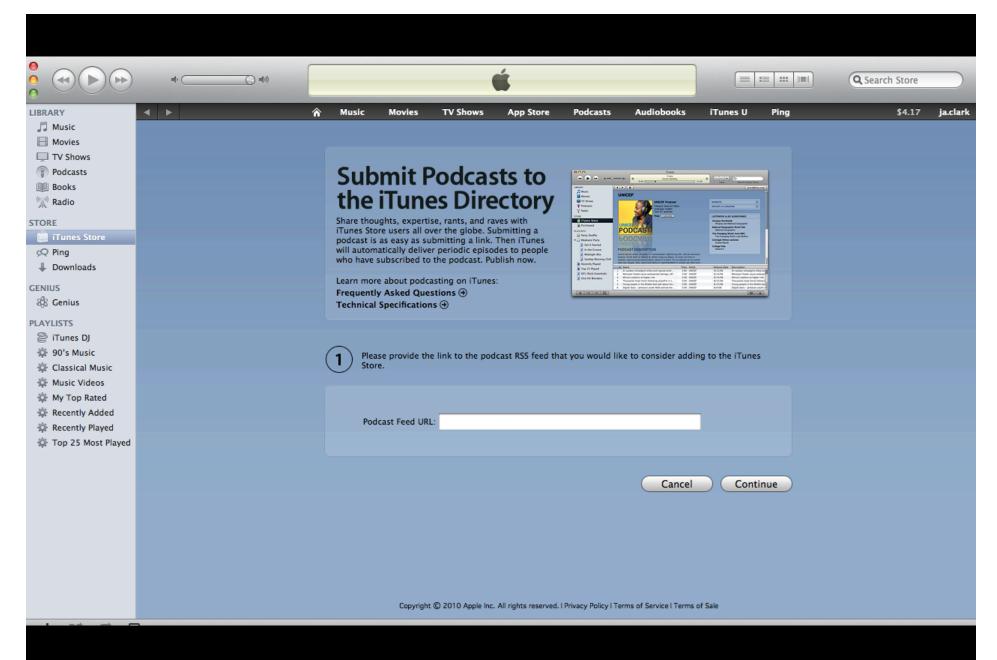
http://www.apple.com/itunes/podcasts/specs.html#metadata

Build and Test your XML feed

http://www.apple.com/itunes/podcasts/specs.html

3. Submit to iTunes

http://www.apple.com/itunes/podcasts/specs.html#testing



iTunes Submit Podcast View

iTunes Feed Creation (options)

- Use a Media Web Site
 - Blip.tv
 - YouTube mobile (.mpeg4) feed
- Build it from Scratch
 - A simple text file

```
<?xml version="1.0" encoding="utf-8" standalone="yes"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/"</pre>
xmlns:atom="http://www.w3.org/2005/Atom">
<channel>
    <title>Feed title</title>
    <description>Feed Description</description>
    <link>http://www.example_url.com</link>
    <item>
         <title>Picture A</title>
         <media:description> This one's my favorite.</media:description>
         <link>pl_images/A.jpg</link>
         <media:thumbnail url="http://example.com/pl_thumbs/A.jpg"/>
         <media:content url="http://example.com/pl_images/A.jpg"/>
    </item>
    <item>
        <title>Video B</title>
        <link>http://example.com/pl_images/B.jpg</link>
        <media:thumbnail url="http://example.com/pl_thumbs/B.jpg"/>
        <media:content type="video/x-flv"</pre>
        url="http://example.com/pl_images/B.flv"/>
    </item>
</channel>
</rss>
```

media RSS Feed (media:group)

```
<media:group>
      <media:category label='Education' scheme='http://gdata,youtube,com/schemas/2007/categories.cat'>Education/media:category>
      <media:content url='http://www.youtube.com/v/JHljR4LYm0A?f=videos&c=ytapi=google=jsdemo&app=youtube_gdata' type='application/x-shockwave-flash' medium='video'</pre>
sDefault='true' expression='full' duration='160' yt:format='5'/>
      <media:content url='rtsp://v2.cache6.c.youtube.com/CjcLENy73wIaLgnqmNiCR2N5JBMYDSANFEITeXRhcGktz29vZ2xlLWpzZGVtb0gGUqZ2aWRlb3MM/0/0/video.3gp' type='video/3gpp'</pre>
edium='video' expression='full' duration='160' vt:format='1'/>
      <media:content url='rtsp://v8.cache6.c.youtube.com/CjcLENy73wIaLgngmNiCR2N5JBMYESARFEITeXRhcGktZ29vZ2xlLWpzZGVtb0gGUgZ2aWRlb3MM/0/0/video.3gp' type='video/3gpp'</pre>
edium='video' expression='full' duration='160' yt:format='6'/>
      <media:credit role='uploader' scheme='urn:youtube'>HarperCollegeLibrary</media:credit>
      <media:description type='plain'>Hop on a cart and take a tour of the Harper College Library while the knowledgable staff guides you to your destination./
edia:description>
      <media:keywords>Library, Tour, Welcome, William, Rainey, Harper, College, Reference, Librarian, Circulation, Cart, Books, Palatine</media:keywords>
      <media:player url='http://www.youtube.com/watch?v=JHljR4LYmOA&feature=youtube gdata player'/>
      <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/default.jpg' height='90' width='120' time='00:01:20'/>
      <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/2.jpg' height='90' width='120' time='00:01:20'/>
      <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/1.jpg' height='90' width='120' time='00:00:40'/>
      <media:thumbnail url='http://i.ytimq.com/vi/JHljR4LYmOA/3.jpg' height='90' width='120' time='00:02:00'/>
      <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/hqdefault.jpg' height='360' width='480'/>
      <media:title type='plain'>Tour The Library</media:title>
      <yt:duration seconds='160'/>
      <yt:uploaded>2007-12-13T14:50:18.000Z</yt:uploaded>
      <yt:videoid>JHljR4LYmOA</yt:videoid>
    </media:group>
```

Search iTunes from the Web

A Beta App

http://www.lib.montana.edu/~jason/files/itunes-search/index.php

iTunes iStuff

Cross-Platform: mobile, desktop, windows...

Ubiquitous

Content Delivery Platform: pdfs, epub, sound files, video files...

Final Thoughts

- Twitter, Facebook, YouTube, iTunes...
- Hack it
- Test before promoting
- Doesn't have to be huge investment

Resources

- media RSS Specification
 - http://www.rssboard.org/media-rss
- iTunes Specifications
 - http://www.apple.com/itunes/podcasts/specs.html
- Convert ebooks for iTunes
 - http://lifehacker.com/5509965/how-can-i-convert-pdfs-andother-ebooks-to-the-epub-format
- iTunes in Libraries
 - http://www.libgig.com/itunes

Questions?

twitter.com/jaclark www.lib.montana.edu/~jason/talks.php