Designing New Information Streams: Libraries in iTunes

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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”

Electronic Theses and Dissertations (ETDs) from Montana State University

Podcast Description
Recently Updated Electronic Theses and Dissertations (ETDs) from Montana State University via iTunes RSS.

Total: 25 Episodes

iTunes U
iTunes is Social?

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 Open?

http://itunes.apple.com/rss
“APIs, Links, Google Juice”

For Real?
API – iTunes Store

• Search and Lookup Functions
• Move outside of the “Black Box”

go2collegeMT

Podcast Description

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

Linkage
montana theses

About 206,000 results (0.14 seconds)

Electronic Theses and Dissertations (ETDs) :: Montana State University
Assessment of an invasive lake trout population in Swan Lake, Montana ... An ETD is a thesis/dissertation created as an electronic document (or set of ... etd.lib.montana.edu/etd/view/ - Cached - Similar

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

Home - MSU Theses & Dissertations - Library Guides at Montana ...
Overview of how to find older MSU theses and dissertations in the library. guides.lib.montana.edu/theses

Electronic Thesis, Dissertations, and Professional Papers ...
Jul 8, 2010 ... The University of Montana, electronic Thesis, Dissertation and Professional Paper (ETDP) project is a collaborative effort between the ... 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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2. 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
Submit Podcasts to the iTunes Directory

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Learn more about podcasting on iTunes:
Frequently Asked Questions
Technical Specifications

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Podcast Feed URL

Cancel Continue
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/"
    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"
                     url="http://example.com/pl_images/B.flv"/>
    </item>
  </channel>
</rss>
media RSS Feed (media:group)

<media:group>
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  <media:content url='https://www.youtube.com/watch?v=J7l3R4LYM0A' type='application/x-shockwave-flash' medium='video' duration='160' yt:format='3gp'/>
  <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.</media:description>
  <media:player url='http://www.youtube.com/watch?v=J7l3R4LYM0A&feature=youtube_gdata_player'/>
  <media:thumbnail url='http://i.ytimg.com/vi/J7l3R4LYM0A/1.jpg' height='90' width='120' time='00:00:40'/>
  <media:thumbnail url='http://i.ytimg.com/vi/J7l3R4LYM0A/3.jpg' height='90' width='120' time='00:02:00'/>
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  <media:duration seconds='160'/>
  <media:uploaded>2007-12-13T14:50:18.000Z</media:uploaded>
</media:group>
Search iTunes from the Web

A Beta App

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-and-other-ebooks-to-the-epub-format

• iTunes in Libraries
  • http://www.libgig.com/itunes
Questions?

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www.lib.montana.edu/~jason/talks.php