

BRIDGES ON THE I-WAY: MULTICULTURAL RESOURCES ONLINE

Online Multicultural Videocasting

by Frank Alan Bruno

Multicultural videocasting is very similar to multicultural video podcasting using either ATOM or RSS feeds of video clips on demand. Other terms used are video podcasting, vodcasting, broadcastching, Internet Television, vlogging, or media RSS. Vodcasting has become very popular in the Netherlands and Japan, where most people have high-speed connections. It is just beginning to catch on in the United States, with more people moving to high-speed connections. The RSS feed uses a nonlinear TV channel to which consumers can subscribe using a PC, TV, set-top box, media center, or mobile multimedia device. Media viewers such as Windows Media Player, Quicktime, FireAnt, or Real Audio launch showing the episodes from a program.

Wikipedia, the free online encyclopedia, explains how video podcasting technology works from a web server: "A video podcast can be distributed as a file or as a stream. Both methods have their advantages and disadvantages. Downloading complete video podcasts in advance gives the user the ability to play the video podcasts offline on, for example, a portable media player. Streaming allows seeking (skipping portions of the file) without downloading the full video podcast, better statistics and lower bandwidth costs for the servers; however, users may have to face pauses in playback caused by slow transfer speeds."

A free videocast player that is becoming popular is FireAnt (<http://fireant.tv/download>). You can download, view, and organize any type of media for Windows XP/2000 and Mac OS 10.3 and higher. You can subscribe to any RSS feed. It has integrated search and supports HTTP downloads, BitTorrent, and streaming. You can also use it to sync your computer to a portable device.

The site has a limited number of multicultural offerings: *Al Jezeera: Global News*, *Simply Ming*, *The French Pod Class*, *Superette*, *Podpourri*, *Les Medias de Azoss*, *Capretz—French in Action*, *Telemundo Feedroom*, *Spanish para todos*, *Rolling R's Free Spanish Lessons*, *Really Learn Spanish*, *playa ancha tv*, *Noticias Locas*, *En Video*, *BitTorrent@Animesuki.com*, *Japanese Sushi*, *Kyoto Podcast Video*, *Japanese Pod101*, *Herro Flom Japan*, *Jijia and Jakob in Shanghai*, *Chinese Lessons from Serge Melnyk*, *Polarbear Podcast (Swedish)*, *Nexters*, *My American Family (Korean)*, *Thai TV*, *Googeeek News (Thailand)*, *The Times of India*, *SauteTV*, *PodMasti*, *Desi Dilemmas*, *Tourism of Portugal*, and *Bicyclemark's Communiqué*.

Many popular portals such as AOL (America Online) have VOD (Video on Demand) channels with an extensive amount of multicultural content. You can view many for free or pay a small charge of \$1.99 per episode for the rest. Basic AOL service operates with a new free connection model that generates revenue by exposing subscribers to advertising in the shows or on the site.

Once you are online, they try to hook the viewer by allowing access to a few free episodes of popular shows, but they charge if you want to watch more.

AOL's Internet television service is called IN2TV (<http://television.aol.com/>). On the English channels, a few programs with ethnic characters or actors are: *Diet: Jorge Cruise*, *Beyonce*, *Chappelle's Show*, *Andy Milonakas*, *Chacureos*, *Tienda Magica*, *The Jamie Foxx Show*, *Chico and the Man*, and *Hangin' with Mr. Cooper*. Several English shows have Spanish-dubbed episodes, including *Wonder Woman*, *Growing Pains*, *Kung Fu*, *La Femme Nikita*, *Lois & Clark*, *Babylon 5*, *Pinky & the Brain*, *Jesse*, *Max Headroom*, *Ani-maniacs*, *Freddy's Nightmares*, *The Fugitive*, *Spenser for Hire*, *People's Court*, *Hangin' with Mr. Cooper*, *Freakazoid*, *The Adventures of Briscoe County Jr.*, *Beetlejuice*, *Falcon Crest*, *V*, *New Adventures of Batman*, *Sisters*, *Dark Justice*, and *The F.B.I.* In addition there are two Spanish music video channels, *Musica para todos* and *Musica en tu idioma*, that have dozens of Spanish music videos.

Yahoo also has a lot of multicultural video content. The Spanish version, Yahoo Telemundo (<http://telemundo.yahoo.com>) has three video sections: *Cine [Movies]* (<http://espanol.movies.yahoo.com>); *Yahoo! Música* (<http://espanol.music.yahoo.com>); and *Yahoo Telemundo [TV]* (<http://tv.telemundo.yahoo.com>). The French version, Yahoo! France (<http://fr.yahoo.com>), has *Cinéma* (<http://fr.movies.yahoo.com>); *Musique* (<http://fr.launch.yahoo.com>); and *Télé* (<http://fr.tv.yahoo.com>). The German version, Yahoo! Deutschland (<http://de.yahoo.com>), has two sections: *Movies* (<http://de.movies.yahoo.com>) and *Musik* (<http://de.launch.yahoo.com>). The Italian version, Yahoo! Italia (<http://it.yahoo.com>), has two sections: *Cinema* (<http://it.movies.yahoo.com>) and *Musica* (<http://it.launch.yahoo.com>).

There are several other Yahoo versions for individual countries:

Yahoo! Argentina (<http://ar.yahoo.com>)
Yahoo! Suche [Austria] (<http://at.search.yahoo.com>)
Yahoo! Australia & NZ (<http://au.yahoo.com>)
Yahoo! Brazil (<http://br.yahoo.com>)
Yahoo! Canada (<http://ca.yahoo.com>)
Yahoo! Canada en Français (<http://cf.yahoo.com>)
Yahoo! Català [Portugal] (<http://ct.yahoo.com>)
Yahoo! China (<http://cn.yahoo.com>)
Yahoo! Denmark (<http://dk.yahoo.com>)
Yahoo! España (<http://es.yahoo.com/>)
Yahoo! Greece (<http://gr.yahoo.com>)
Yahoo! Hong Kong (<http://hk.yahoo.com>)
Yahoo! India (<http://in.yahoo.com/?r863=1161714710>)
Yahoo! Indonesia (<http://id.yahoo.com>)

Yahoo! Japan (<http://www.yahoo.co.jp>)
 Yahoo! Korea (<http://kr.yahoo.com>)
 Yahoo! Malaysia (<http://malaysia.yahoo.com>)
 Yahoo! Mexico (<http://mx.yahoo.com>)
 Yahoo! Nederland (<http://nl.yahoo.com>)
 Yahoo! Norway (<http://no.yahoo.com>)
 Yahoo! Philippines (<http://ph.yahoo.com>)
 Yahoo! Russia (<http://ru.yahoo.com>)
 Yahoo! Singapore (<http://sg.yahoo.com>)
 Yahoo! Sweden (<http://se.yahoo.com>)
 Yahoo! Switzerland (<http://ch.search.yahoo.com>)
 Yahoo! Taiwan (<http://tw.yahoo.com>)
 Yahoo! Thailand (<http://th.yahoo.com>)
 Yahoo! UK & Ireland (<http://uk.yahoo.com>)
 Yahoo! U.S. Chinese (<http://chinese.yahoo.com>)
 Yahoo! Vietnam (<http://vn.yahoo.com>)

All have similar music, movie, and television offerings. There is even a regional Yahoo! Asia (<http://asia.yahoo.com/>), which includes a few countries not covered above.

Google (www.google.com) also has several multicultural videos (<http://video.google.com/>). On October 24, 2006, the most popular videos of the day included: *Mónika Show (kimaradt)*; *Sheila Mello: Água; senofex picassent*; *Olcia u mnie na chacie w pi_tek 29.09.2006*; *Chain Hang Low*; *LaFee: WAS IST DAS*; *Belly Dancing in Trujillo*; *LuyenPhim*; *Banned Commercials: Hilarious Dutch Commercial*; *Coloquio Dialogos De Estrecho Sobre El Taller*; *Festival der Lichter*; *Ce reve bleu*; *Islam QA: Pillars of Islam*; *The Eternal Jew*; and *Tan_Dong_Song_Ly_Biet_29*.

Google recently purchased, for over a billion dollars, the most popular video site in the world, YouTube (www.youtube.com). The site is noted for being an amateur video site, like America's Favorite Home Videos. It has nearly ten million users and over 70 million video clips. Founded in 2005, YouTube is a consumer media company for people to watch and share original videos worldwide through a web experience.

Everyone can watch videos on YouTube—both on YouTube.com and across the Internet. People can see firsthand accounts of current events, find videos about their hobbies and interests, and discover the quirky and unusual. As more people capture special moments on video, YouTube is empowering them to become the broadcasters of tomorrow.

Under *Categories* is a subsection on *Travel & Places* with over 267,525 videos with multicultural appeal. The top 30 clips include: *Franco De Vita: Si La Ves*; *The Spectacle of Spain*; *Byah Tayo!*; *Hargeisa*; *RAW NGOO KOW FUN*; *cockpit view of landing at Hong Kong*; *Tarkan: Gulumse Kaderine*; *Haka*; *Gokhan Ozen*; *Pardonner: Leslie*; *LA Pizza: Japanese Commercial*; *Buenafuente, llamada a Nuremberg 17-11-05*; *Saigon traffic*; *Uniquely Singapore!*; *Maui Girls Hula*; *Singkil*; *Black water in najaf2*; *Tokyo*; *capoeira sulla spiaggia di jericoacoara*; *Asian Arcade*—www.vidoblog.net; *Peru*; *Iraq sucks*; *Japan*; *Buddhism Art Dance (Thien Thu Thien Nhan)*; *Lagos, Nigeria*; *CUBA SÍ CUBA NO*; *JAPANESE BOYBAND: Japan dancer*; *North Korea*; *Ven a Peru Publicidad*; and *Freedom for Lebanon2: Holy Mountain*.

In addition, videos are broken down by language: English (46,969), Japanese (41,491), Spanish (18,680), German (26,004),

Chinese (26,678), and French (23,822). The site shows the top 20 for each language.

Educators need to be careful on *YouTube*, because there are several pornographic clips and pirated video movies and TV shows that could get you into legal trouble. I hope you have a good filtering system. The Uintah County Library filters through the Utah Education Network, but it doesn't do a good job. I clicked on one clip that had a steamy nude scene. So be careful. There are many clips that have educational value, from watching soccer matches to watching music videos to viewing geographical places to learning languages. You can learn a lot by viewing videos on this site.

I hope you will consider looking at some of the interesting free movies, TV shows, and everyday antics on these sites. You might have fun learning about other cultures. I was entertained seeing people all over the world engaging in their daily activities.

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