

Miro / Participatory Culture Foundation - Media Giraffe Profile

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Nicholas Reville - Co-Founder

"There's always going to be tons of free video and tons of ad-supported video. There's also going to be lots of video that isn't ad-supported, that's there for a mission, that's funded in other ways, or done on an amateur basis . . . And I think that people tend to underestimate how powerful that can be and how much content people create simply because they want to share something with the world. They don't feel comfortable with advertising; they don't want to clutter their videos that way . . . But I do think that there is a place for pay-for-download video, and that's something that we would like to do with Miro and it's just a question of when we'll be able to get to the point of building an interface that we think gives people a really smooth way to purchase and download videos.

Nick Reville, in a Feb. 7, 2008, interview with Groklaw's Sean Daly. "

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About

UPDATES:

On Feb. 3, 2008, the *Worcester [Mass.] Telegram & Gazette* Reville and PCF.

In March 2007, PCP changed the name of its flagship service, the Democracy video browser, to "Miro."

Read a Feb. 7, 2008 Groklaw interview with Nick Reville.

A review compares Miro to the iTunes web application

(ORIGINAL MGP STORY)

High-school buddies in Worcester, Mass. (USA) have created an open-source video web browser which provides point-and-click management of TV-style downloads much as Netscape introduced the graphical web in the mid-1990s.

Nicholas Reville, Holmes Wilson and Tiffiniy Cheng were three smart teen-agers at Doherty Memorial High School and Mass Academy, when they met. But it wasn't until a couple of years ago that they teamed up with Nick Nassar, a computer-science graduate of Worcester Polytechnic Institute to form a the core group of what is now Participatory Culture.

Working from a cooperative house and Reville's mother's attick the team in their mid-20s -- with four collaborators scattered about Massachushtts, Canada, France and New York, have developed what could be described as the browser for Web 2.0.

Its a 7MB downloadable piece of software which functions as a gateway to managing video podcasts. Think of it as the Netscape browser for web-delivered TV. The Macintosh version has been out for months, but during the last week of February, 2006, Participatory Culture open up the source for downloading of a PC version from www.getdemocracy.com. Now 100,000 downloads later, there are 350 channels of video content you can view.

The Democracy Internet TV Platform manages video for you. You can set it to download the latest video podcast during the night, so that when you're awake, the feed is already sitting on your computer. You can upload information about videos you've created, and share them with others using the Demoracy browser.

Participatory Culture is a Washington, D.C.-chartered not-for-profit which is seeking tax-exempt status from the federal govenment, says Reville. It has received development financing from Mitch Kapor, founder of Lotus Development Corp. (a angel venture-capital investor who is behind another non-stock startup -- CivicSpaceLabs), and Andrew Rappaport, a California venture capitalist.

Listen to an interview with Nick Reville contacted by Bill Densmore, of the Media Giraffe Project, on Wed., March 1, 2006, in Worcester: Download [participatory_culture_nick_reville-03-01-06.mp3](#) (14.9MB; 32 mins.)

NEWS COVERAGE OF Participatory Culture's launch:

http://www.boingboing.net/2006/02/21/democracy_a_new_plat.html

<http://technorati.com/search/getdemocracy.com>

Links

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Created: 2006-04-09 19:02:39

Last Modified: 2008-08-03 19:19:19