Running out of Ink

ANSWER: NEWSPAPER

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The video given gives "stroke counts" for each letter of the alphabet in a fictitious typography:
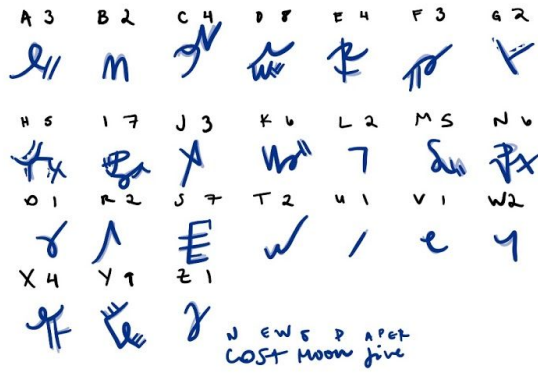
Letter	Stroke Count
A	3
B	2
C	4
D	5
E	4
F	3
G	2
H	5
I	7
J	3
K	6
L	2
M	5
N	6
O	1
P	4
Q	3
R	2
S	7
T	2
U	1
V	1
W	2
X	4
Y	9
Z	1

The stroke count of each of these given letters, if summed, is the same amount that subtracts from the number on the left of the example word ladder. Filling out the rest of the word ladders by referencing the amount of "ink" lost per new word in the ladder:

Remaining "ink"	"Ink" used on line	Word in ladder
74		
62	12	COLD
52	10	GOLD
43	9	GOOD
34	9	WOOD
24	10	WORD
12	12	WARD
0	12	WARM
~	~	~
83		**LEFT**
64	19	SAME
48	16	CAME
30	18	CASE
14	16	CAST
0	14	(COST)
~	~	~
94		**MIDDLE**
78	16	DUNE
62	16	DONE
50	12	DOLE
38	12	MOLE
25	13	MOLD
13	12	MOOD
0	13	MOON
~	~	~
106		**RIGHT**
94	12	FEAR
82	12	FEAT
71	11	FELT
60	11	FELL
46	14	FILL
30	16	FILE
15	15	FIVE

	0		15	JIVE

Writing COST, MOON, and JIVE using the alphabet from the video:

The answer, if you squint, is **NEWSPAPER**