

## WHO WE ARE:

NYC Media is the official television and radio network of New York City, informing, educating and entertaining New Yorkers about the City's diverse people and neighborhoods, government, services, attractions and activities.

NYC Media launched in 2003 as NYC TV. Over its history, the network has garnered dozens of New York Emmy Awards and hundreds of nominations. The official network of the City of New York, NYC Media is located in the Manhattan Municipal Building at the foot of the Brooklyn Bridge and is a part of the Mayor's Office of Media and Entertainment.



## A UNIQUE ENTITY:

As a unique public media entity, NYC Media produces award-winning content that is accountable, useful and compelling. We provide public access to the governmental process and insights into life in a multi-cultural city. Our programming includes everything New Yorkers are interested in whether it's arts, culture and history, or press conferences and hearings with public officials. We've developed active, working relationships with dozens of local, New York City-based producers and expanded the number of platforms where viewers can watch our content. We have the potential of reaching 20 million people in our 50 mile viewing radius.

## NETWORK STATS:

### NETWORK NAME:

NYC life, NYC gov, NYC world,  
NYC drive, NYC radio 91.5

### LAUNCH DATE:

May 2010

### HH:

20MM

## PROGRAMMING:

- Press Conferences and Hearings with Public Officials
- Economic Development and Education
- Lifestyle and Entertainment
- Arts, Culture and History
- Green Initiatives
- Community Service
- Infrastructure and Technology
- Multi-cultural Perspectives

## ORIGINALS:



Secrets of New York



\$9.99



Inform NYC



The Big Quiz Thing



City Classics



Food and Drink with  
Time Out NY

## PLATFORMS:

### ON-AIR

NYC Media channels are available over the air, via cable subscription and through Aereo in the New York City area.

### VIDEO ON DEMAND

NYC Media has hundreds of short and long-form videos available via its video on demand player, available at [nyc.gov/vod](http://nyc.gov/vod). The player works on all computers and devices.

### NYC MEDIA APP

NYC Media has an iOS app which houses hundreds of videos, airs live press conferences on your mobile device or tablet, and provides geographical information for each video watched, along with an interactive map.

### ITUNES.COM/NYC

NYC Media oversees the vanity [itunes.com/NYC](http://itunes.com/NYC). New York City is the only City in the country with its own vanity URL on iTunes.