

For Immediate Release

June 7, 2010

**MAYOR'S OFFICE OF MEDIA AND ENTERTAINMENT
KICKS OFF INTERNET WEEK**

*FREE PANEL ON SOCIAL GAMING TO TAKE PLACE, FILMS MADE BY TEENS ABOUT ONLINE
SAFETY TO AIR ON NYC LIFE (CHANNEL 25)*

NYC Mayor's Office of Media and Entertainment celebrates Internet Week New York, the annual weeklong festival highlighting New York's thriving internet industry and community, with a series of unique events and announcements throughout the City. Internet Week New York is presented by the International Academy of Digital Arts and Sciences in cooperation with the City of New York and the Office of Film, Theatre and Broadcasting.

"New York City has always been a leading innovator when it comes to using technology to connect with its residents," said Commissioner Katherine Oliver, Mayor's Office of Media and Entertainment. "This week, we're proud to highlight the many ways City agencies are using the Internet with mobile apps and QR codes to help New Yorkers get the information they need in the fastest way possible."

Mayor Michael R. Bloomberg will formally kick off Internet Week at the 5th Annual "Made in NY" Awards at Gracie Mansion on Monday, June 7. The ceremony, which honors the contributions of individuals and production companies to the local entertainment community, will also recognize a NY-based digital media company.

NYC Internet Innovation

From Monday-Thursday, the Internet Week headquarters at the Metropolitan Pavilion will give various organizations, including City agencies, the opportunity to highlight their online services and applications through an interactive experience at the NYC Pod. Among the City agencies scheduled to participate and showcase their online initiatives are NYC Media, the Office of Film, Theatre and Broadcasting, EDC's NYC BigApps, which looks to provide transparency to residents through inventive and appealing applications, the Office of Emergency Management's Notify NYC, the official source for information about emergency events and important City services, and the Department of Information Technology and Telecommunications' (DoITT's) 311Online, 311iPhone application, and NYCityMap platform, among others.

"The Internet is an indispensable tool for making government more responsive to its customers, and as the administrators of New York City's virtual face to the world, NYC.gov, we're honored to partner with the Mayor's Office to celebrate Internet Week," said DoITT Commissioner Carole Post. "From 311Online to NYC Business Express, ACCESS NYC to NYC*SCOUT, NYC.gov hosts 25 million visitors a year accessing the greatest city in the world - from anywhere in the world. I encourage all New Yorkers to partake of all Internet Week has to offer."

The official website of the City of New York, NYC.gov has, since its launch in 1996, provided a critical customer gateway to City services. It now hosts websites for more than 130 City agencies, offices, boards and authorities, special initiatives, and more, receiving approximately two million unique visitors per month and offering users access to more than 500 online forms.

NYC.gov also plays host to a wide array of sophisticated applications enhancing the ways in which New

Yorkers interact with City government -- including 311Online, Business Express, ACCESS NYC, eLobbyist, NYC*SCOUT on the Web, and the City Clerk online system.

Promoting Safety Online

"Clicking with Caution," airing on NYC life (channel 25) on Monday, June 7 at 9pm, is a collection of four films made by teens for teens on how to be smart and safe online. It is the result of a unique partnership among the New York City Department of Education, the Mayor's Office of the Criminal Justice Coordinator, Microsoft, and Reel Works Teen Filmmaking to create powerful, peer-to-peer messages on Internet safety. Featuring "Gossip Girl" actress Jessica Szohr, the films are dramatic and engaging and aim to spark discussion about how teens can understand the potential dangers online and protect themselves. Topics covered in "Clicking with Caution" include identity protection, online predators, cyberbullying and online gaming.

Free Panel on Social Games and Branding

"Made in NY": Social Games and Branding, a collaboration between the Office of Film, Theatre and Broadcasting, the NYC Chapter of the International Game Developers Association and SuperData Research, will feature game designers and representatives from renowned media companies that will share what they've learned from making social games a key component of their branding and promotional strategies. The free panel will take place on June 9 at 6:30pm at the New School, Tishman Auditorium (66 West 12th Street between 5th and 6th Avenues).

Cutting Edge Info Delivery

On Thursday, June 10, the City of New York will use Quick Response (QR) code technology displayed on the Reuters Building in Times Square to share key information with New Yorkers about various City services that are provided online. The technology allows smart phone users to scan the displayed code and instantly access information (photos, videos, links, etc.) on their mobile devices. To download a QR code reader, visit [facebook.com/nycmedia](https://www.facebook.com/nycmedia).

Media and Entertainment

The Mayor's Office of Media and Entertainment (MoME) is the newly formed agency resulting from the merger of the Office of Film, Theatre and Broadcasting and NYC Media, the official network of the City of New York. MoME will also be responsible for the design and direction of nyc.gov, social media, mobile and other digital media initiatives. To further these efforts, MoME is currently recruiting for the position of Chief Digital Officer, whose job description was recently posted on NYC Media's Twitter account ([@nyc_media](https://twitter.com/nyc_media)).

New Mobile App Available

Now available to download from the iTunes App store and the Android market is the "Made in NY" Discount Card app. The "Made in NY" Discount Card program connects local businesses throughout the five boroughs with productions shooting in the City, providing at least a ten percent discount off their services. The app, which was developed by WFT Productions, utilizes smart phone users' GPS to find the nearest participating "Made in NY" Discount Card vendors, making it even easier for productions to support local businesses and save money while filming on location. Users can also search for vendors by zip code. To download, visit the iTunes App Store and search for "MiNY Discount Vendors" or visit the Android market and search under "MiNY Vendors" or "Made in NY." To learn more about the "Made in NY" Discount Card Program, visit nyc.gov/film/discounts.

About NYC Media

NYC Media is the official TV, radio and online network of the City of New York, informing, educating and entertaining New Yorkers about the City. NYC life – Channel 25 on most systems and Channel 22 on Cablevision – explores art and culture, entertainment and lifestyle, and history and education, and features the people and places that make our City unique. Visit nyc.gov/media to learn more.

About the Office of Film, Theatre and Broadcasting

As the first film commission in the country, the Office of Film, Theatre and Broadcasting is the one-stop shop for all production needs in New York City. The agency markets NYC as a prime location, provides premiere customer service to production companies, facilitates production throughout the five boroughs, and works to promote diversity in the entertainment industry. To learn more, visit nyc.gov/film.

About the Department of Information Technology and Telecommunications

DoITT is the technology services agency for the City of New York, overseeing the City's use of existing and emerging technologies in government operations, and its delivery of services to the public. DoITT works with City agencies to align, leverage, and optimize the use of technology to meet agency and citywide business needs. To learn more, visit nyc.gov/doitt.

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