



OVERVIEW

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

As a unique public media entity, NYC Media produces award winning content that is accountable, useful and compelling.

NYC Media is part of the New York City Mayor's Office of Media & Entertainment (MOME), which aims to streamline government communications by making more information accessible, leveraging technology to aid in the transparency of government, and by supporting relevant industries in New York City.

Through its network of stand alone television channels, NYC Media provides public access to the governmental process, and insights into life in a multi-cultural City.



Explores arts and culture, entertainment and lifestyle, history and education in NYC. Features the people and places that make our City unique.



Provides a window into City government by presenting press conferences and hearings with public officials.



Offers international programming for New York's diverse ethnic communities.



Live feeds from a network of city cameras provides local travelers with coverage of NYC's main roadways and real-time travel advisories.



Commercial free radio station offers a wide range of programming in a global music format.



Programming Themes

NYC Media provides public access to the governmental process, and insights into life in a multi-cultural City.

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

Carrier Information

NYC Media television programming is available to Time Warner Cable , Cablevision, Verizon FiOS and RCN subscribers in the five boroughs.

PROGRAM	TIME WARNER	CABLEVISION	VERIZON FIOS	RCN	COMCAST	DIRECT TV	OVER THE AIR
NYC life	25	22	25	25	25	25	25.1
NYC drive	72	72	28	72			
NYC world	73	73	26	73			
NYC gov	74	74	24	74			



Reach

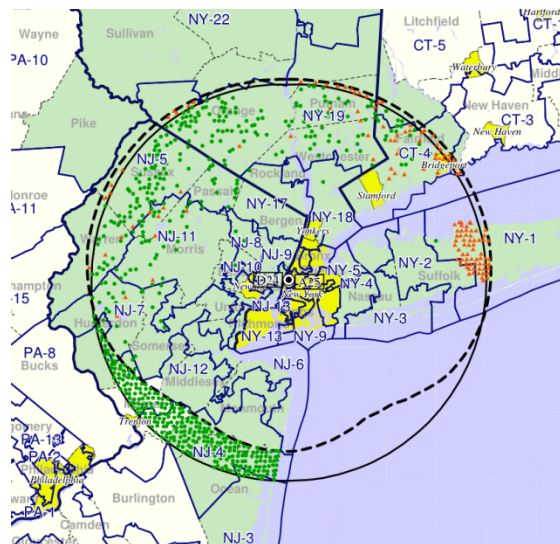
NYC life (Channel 25) is broadcast over the air to a fifty mile radius

Currently 1.21MM viewers watch NYC life per week in the NYC Metro Area

Broadcast penetration: 18 million homes

Cable penetration: 5.4 million homes

7.4% of households watching NYC life weekly



Demographics

Boroughs in order of viewership: Brooklyn, Queens, Manhattan, Bronx, Staten Island

Ethnically diverse: White (46.9%), Black (23.1%), Hispanic (11.5%), Asian (10.1%), Other (8.4%)

Average age 34 – 49

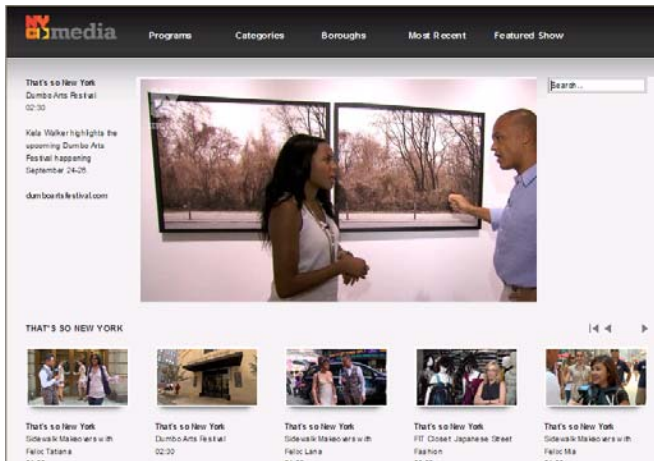
Average income around \$69K

55% male, 44.7% female

25.9% are high school graduates, 43.7% are college graduates

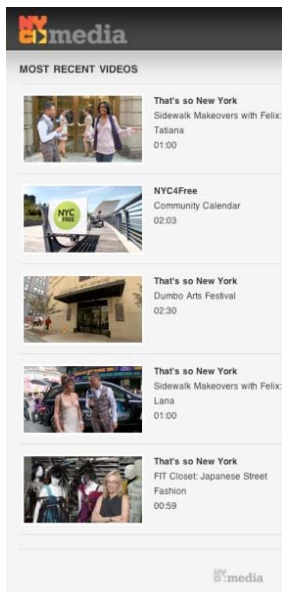
Multi-platform distribution

NYC Media's video-on-demand player (nyc.gov/vod) offers an extensive library of video content. Short form, episodic programming and special presentations in the following categories are available to view online:



- Culture
- Food
- Music
- Fashion
- Green
- Service
- Entertainment
- History

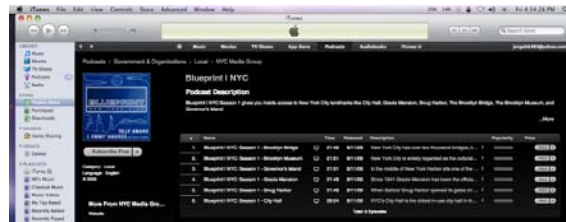
NYC Media content can be streamed to mobile devices and downloaded to computers and portable video players.



VOD mobile player



YouTube



iTunes



QR Code Use



Social Media

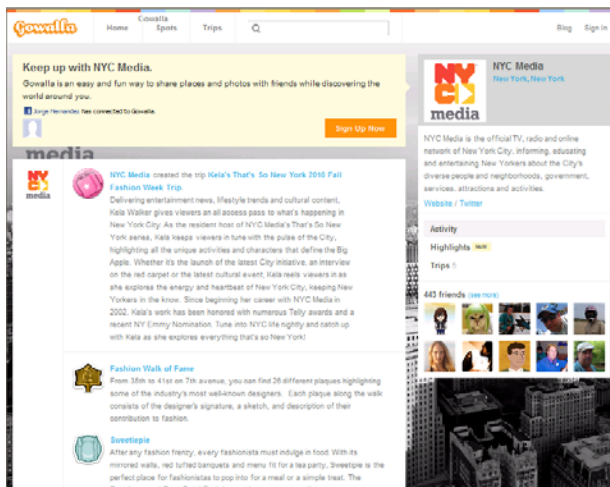
NYC Media presents information, content and unique opportunities through its rich social media sites and exciting partnerships.



twitter
@nyc_media



facebook
facebook.com/nycmedia



Gowalla
gowalla.com/nycmedia

Hosts of popular shows let fans follow in their footsteps through trips on Gowalla.com. NYC Media's reach goes beyond traditional viewing to engage and interact with viewers.



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