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**MAYOR MICHAEL R. BLOOMBERG CELEBRATES THE FIFTH ANNIVERSARY OF
NYC TV—THE OFFICIAL TELEVISION NETWORK OF THE CITY OF NEW YORK**

*The Station That's 'Everything New York' Celebrates Five Years and Numerous Accolades for
Innovative Programming*

Mayor Michael R. Bloomberg today celebrated the fifth anniversary of NYC TV, the official television network of the City of New York. Launched in June 2003, NYC TV expanded its coverage of City history, culture and entertainment by developing a slate of original programs showcasing the vitality of the City, while also continuing coverage of important governmental activities such as City Council hearings and Mayoral events. Over the past five years, NYC TV has been recognized for its innovative programming. It has received 116 New York Emmy nominations and won 33 New York Emmy Awards, seventy-eight Telly Awards and six Promax Awards. This year alone, NYC TV has earned twelve New York Emmy Awards, thirty-six Telly Awards and two Promax Awards for excellence in television programming. The network has also been selected as an Official Honoree by the Webby Awards for excellence on the Internet.

“NYC TV has grown to become such a valued resource for New Yorkers and a great reflection of all that our City has to offer,” said Mayor Bloomberg. “In five short years, NYC TV has become an award-winning network, taken a bold step into broadband with its online video player, and served as a model to other cities around the world that want to leverage media assets for the benefit of their residents. I applaud Arick Wierson and his team for their many accomplishments.”

“NYC TV has changed the face of municipal television,” said Deputy Mayor Ed Skyler. “From press conferences on Mayoral initiatives and City Drive Live to Secrets of New York and Cool in Your Code, NYC TV has opened a new avenue for millions who tune in for information on everything New York City has to offer.”

NYC TV, housed within the City’s Department of Information Technology and Telecommunications (DoITT), was launched as part of a collection of New York City cable channels available to approximately 1.8 million subscribers in the five boroughs. NYC TV’s mission is to provide the public with up to the minute information, an up-close look at City government and fun and educational programming for all New Yorkers. NYC TV later merged its five cable channels with the broadcast television station (WNYE-TV) and radio station (WNYE-

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FM) of the former Board of Education to form NYC Media Group. NYC TV's original programming was transferred to the broadcast channel, which instantly expanded the station's reach to include 7.3 million households in the New York metropolitan area. Later this year, NYC TV will begin broadcasting its programming in High Definition.

"With its track record of accomplishment, NYC TV has secured its place in the consciousness of New Yorkers as an engaging way to access City government and learn more about their city," said DoITT Commissioner Paul Cosgrave. "With award-winning programming that's both entertaining and informative, and a staff among the best in the industry, NYC TV can hope to match and even surpass its success in its next five years."

"NYC TV's rise to become a major part of the New York media scene—the most competitive in the world—has been nothing short of meteoric," said President of NYC Media Group and General Manager of NYC TV Arick Wierson. "I'm thrilled at the progress we've made in such a short period of time. It was a team effort based on a singular vision to shine a spotlight on New York City and share with New Yorkers and others all of the amazing aspects of life in our dynamic city."

NYC Media Group is the largest local media group in the New York City market, spanning one full-power broadcast station, NYC TV, three full-power multicast DTV channels, five local basic cable TV channels, one full-power FM radio station, Radio New York 91.5 FM, and an array of leading online properties including NYC TV On-Demand available at www.NYC.gov/vod. NYC Media Group also operates and programs Radio NYC, the on-hold messaging system for more than 50,000 telephone lines in the City, including City Hall. To learn more about NYC Media Group and NYC TV, please visit www.nyc.gov.

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