

French program debuts on New York TV

The Associated Press

NEW YORK: New York City's official television station is now offering a program with the international news channel France 24.

The 30-minute, English-language program began broadcasting Wednesday on NYC TV, reaching 7.3 million households in the New York tristate region.

The weekday program airs at 7 p.m. EST (2300 GMT), and contains 10 minutes of top news followed by 20 minutes of business and culture programs. On weekends, the show will feature offerings from France 24's news magazine programs, including segments on lifestyle and sports.

France 24 says 1.5 million Americans already visit its Web site.

Philippe Rouxel, a France 24 vice president, says the agreement with NYC TV is "an excellent opportunity to win more exposure to France 24 programs in North America."