



NYC TV Makes New York City Available On-Demand



October 1, 2007 - NYC TV, New York City's official television station, has just launched NYC TV On-Demand, a new online video web site, offering hundreds of high-quality video clips from NYC TV's Emmy Award-winning shows.

With a user-friendly interface, a high-speed search engine across neighborhoods and topics, and the ability to e-mail clips to friends, the On-Demand player is NYC TV's next step in using technology and critically acclaimed content to connect New Yorkers and people around the world to the City.

At the announcement, Mayor Michael R. Bloomberg said, "The innovative new NYC TV On-Demand player shows how NYC TV is at the leading edge of the television industry, and how through increasingly powerful technology, we can make New York City and our hundreds of unique and diverse neighborhoods more accessible to all New Yorkers and potential tourists from around the world."

NYC TV On-Demand uses powerful technology that allows for "viral" distribution of content, including the ability to e-mail clips to friends or provide links back to the NYC TV On-Demand player. For instance, a small business or cultural institution featured on a NYC TV show can link from its website to the clip on the On-Demand player.

NYC TV On-Demand, as it continues to add to its already vast library, will be the single largest source of online video about New York City lifestyle, culture, neighborhoods and entertainment.

Over the past four years, NYC TV has won 21 New York Emmy Awards and has been nominated 68 times. NYC TV has also been honored with 42 national Telly Awards and four Promax Awards recognizing its excellence in programming.