



NYC TV strikes content deal with Documentary Channel

NYC TV (the city's official television station and one of the region's fastest growing television networks) has struck a content distribution partnership with the Documentary Channel (DOC) that will bring NYC TV programming to another 12 million viewers nationally. NYC TV is now broadcasting New York-centric documentaries from DOC's extensive library of titles. The documentaries will air Monday nights from 10:00 p.m. to 12:00 a.m. as part of a branded two-hour programming block called the "Doc Bloc." Beginning in mid-November, DOC will air three NYC TV series on its Dish Network channel: "Secrets of New York," "Blueprint | NYC" and the NYC TV's special "Seven Secrets of Grand Central." The agreement enables both NYC TV and DOC to attach underwriting messages to the distributed content and share revenue. Among the ads that will run during the NYC TV programming block on DOC is a 30-second spot produced by NYC & Co., the City's official tourism board, which will promote the City. This content agreement with DOC is the latest milestone in NYC TV's brief but highly successful history. Earlier this year, NYC TV struck an historic agreement with WNBC, the flagship NBC station in New York, to distribute over 100 episodes of NYC TV original content to WNBC.