

NYC TV fashions new 'Look' with Style net

By LILY OEI

A new deal with the Style Network will give NYC TV, the official network of the City of New York, a dash of panache.

NYC TV, which delivers content on five basic cable channels, will air segments of Style skein "The Look for Less," filmed in and featuring Gotham, on its flagship channel 74.

"The Look for Less" segments will air Tuesdays as part of series "Fashion in Focus" and will also run as interstitial shorts.

"This deal illustrates the new direction we're taking NYC TV," said Arick Wierson, the channel's GM. "Here we're accomplishing dual objectives of airing compelling New York City-related content and promoting local business."

Besides providing daily news about local government, NYC TV has expanded into more lifestyle programming with shows including "\$9.99," which promises a good time in the city on a budget.

Style Network, an offshoot of E!, is primarily available only to digital subscribers in Gotham.

"Placing 'The Look for Less' segments on NYC TV will provide us with valuable added exposure in all New York City cable households," said Brad Fox, senior VP of affiliate sales and marketing at E. "This is a terrific opportunity to support the City of New York. We hope to build on this relationship in the future."