



Mayor takes NYC tourism to the Web

by Staten Island Advance

Think of it as the Youtube for New York City's television.

The station, NYCTV, is now available through a Web-based On-Demand player, so viewers can watch hundreds of clips that are broadcast on the network's five stations, and search by an individual borough or topic.

When punching in "Staten Island," a user is linked to nine clips, one titled "Italian on Staten Island," which takes the viewer through a nearly 3-minute interview with Angelina Malerba, who owns Angelina's in Annadale.

Ms. Malerba talks about her cuisine as her chef cooks up a meal.

Another 9-minute video offers a guided walking tour of Snug Harbor Cultural Center, Livingston.

"With just the click of a mouse or typing in a few keywords, anyone, anywhere, now has an entirely new way of experiencing New York City," said Arick Wierson, general manager of NYCTV.

The On-Demand player cost roughly \$100,000 and is being promoted as a tourism tool.