

## **PRESS RELEASE**

**October 12, 2007**

### **NYC TV'S "NEW YORK NOISE" TO LAUNCH WEEKLY INDIE MUSIC VIDEO BLOG**

*Video blog to cover the latest in New York City's indie music scene,  
and will be available for syndication across the Web*

**New York, NY** – NYC TV General Manager Arick Wierson today announced that "New York Noise," NYC TV's hit indie music show is launching a weekly video blog, "Weekly Noise," available at [www.nyc.gov/weeklynnoise](http://www.nyc.gov/weeklynnoise). Each episode will feature insights about the City's indie music scene, information on new bands, upcoming events, new venues, and more. In the same style of "New York Noise" the television show, "Weekly Noise" will feature a string of guest hosts and their playful brand of humor. The video blog will also be available for syndication across the Web.

"'New York Noise' noise has carved out a unique niche in the City's indie and underground music landscape," said NYC TV General Manager Arick Wierson. "It's a real bellwether of New York's dynamic music scene and one of NYC TV's most popular shows. Launching the 'Weekly Noise' video blog is another way to showcase the eclectic music that viewers crave and speaks to the tremendous impact 'New York Noise' has on music in the City."

"I'm thrilled to expand the television show with our new video blog, 'Weekly Noise,'" said "New York Noise" producer Shirley Braha. "Our viewers love creative, innovative music and the video blog is another way for them to stay connected to the indie scene in New York."

"Weekly Noise," available online at [www.nyc.gov/weeklynnoise](http://www.nyc.gov/weeklynnoise), is NYC TV's second video blog to launch this year and is part of the station's larger move into the online video space. In September 2007, NYC TV introduced its online video player, NYC TV On-Demand, a cutting-edge web site offering hundreds of high-quality video clips from NYC TV's Emmy Award-winning shows.

#### **About NYC TV**

Launched in June 2003, NYC TV is the official network of the City of New York and is part of NYC Media Group, which oversees one broadcast TV station (WNYE-TV, channel 25), one broadcast radio station (WNYE 91.5 FM), five cable channels (71, 73, 74, 75, and 93), a broadband video site as well as production and syndication arms that produce and distribute New York City-centric content all over the world across multiple platforms. Over the past four years, NYC TV has won twenty-one NY Emmy Awards and has been nominated sixty-eight times. WNYE-TV and WNYE-FM reach over 8 million homes in New York, New Jersey and Connecticut. NYC TV's five cable channels currently reach 1.8 million cable subscribers in New York City. For more information about NYC TV, please visit [www.nyc.gov/tv](http://www.nyc.gov/tv).

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