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City-touting TV shows find new home on WNBC

Government-produced television is coming to Channel 4.

Mayor Bloomberg announced yesterday that WNBC-TV will broadcast more than 100 episodes of NYC TV programming this fall, the first agreement of its kind in city history. As part of the agreement, Channel 4 will broadcast 113 episodes of five NYC TV shows in the 11 a.m. to noon slot on weekdays, starting Sept. 4, and continuing through mid-December.

The programming hour, which will be called "NYC TV on NBC," replaces the show "Martha," which is moving to 10 a.m.

WNBC will also broadcast an additional 120 episodes on its digital broadcast channel, WNBC-4.4.

The government-produced shows will promote the city and its attractions, the mayor said. NYC TV was created three years ago to replace Crosswalks as the city's official television station. By moving to Channel 4, viewership is expected to increase fivefold.

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