



## Best Practice: City-Government TV Broadcast System

REPORT UPDATED: AUGUST 12, 2010

**CITY: NEW YORK CITY**

**POLICY AREAS: TECHNOLOGY**

### BEST PRACTICE

**NYC Media** is the official television, radio and online network of New York City. As a unique public media entity, NYC Media produces award-winning content that is useful and compelling. NYC Media is part of the Mayor's Office of Media and Entertainment (MOME) which streamlines government communications by making information more accessible, leveraging technology to aid in the transparency of government and by supporting relevant industries in New York City.

### ISSUE

In a city as large and diverse as New York City, coordinating the city's resources to provide access to information and programming through a wide range of media is critical.

Mayor Michael R. Bloomberg, in his 2010 State of the City speech, announced the merger of the Mayor's Office of Film, Theatre and Broadcasting as well as NYC Media into the MOME office. The merger provides various cost-saving efficiencies, some of which have already been realized. It also allows NYC Media access to a broader set of resources and information to engage residents of NYC.

### GOALS AND OBJECTIVES

The overall goal of NYC Media is to inform, educate and entertain New Yorkers about the City's diverse people and its neighborhoods, government, services, attractions and activities. Through its network of stand alone television channels, NYC Media provides the public access to the governmental process and insights into life in a multi-cultural City. NYC Media works with City agencies to help promote City initiatives via production and/or press and marketing assistance.

### IMPLEMENTATION

NYC TV, part of NYC Media, was launched in 2003 and quickly moved into producing original, NYC-themed programming. The content was designed to showcase all that is great about New York City – neighborhoods, arts, culture, history, diverse communities, and more. Prior to NYC TV, the City's TV station would show government hearings and meetings, often months after they actually occurred, with no programming schedule for viewers.

In January 2010, NYC Media re-launched its re-branded broadcast assets:

- **NYC life:** Explores arts and culture, entertainment and lifestyle, history and education in NYC.
- **NYC gov:** Provides a window into City government by broadcasting press conferences and hearings with public officials.
- **NYC world:** Offers international programming for New York's diverse ethnic communities.
- **NYC drive:** Live feeds from a network of city cameras provides local travelers with coverage of NYC main roadways and real-time travel advisories.

In May 2010, NYC Media partnered with various independent producers, cultural and educational institutions and broadcast networks to present a new programming strategy and direction for its flagship station, NYC life. The primetime line-up for NYC life was programmed around nightly themes covering an array of topics, including City history, arts and culture, small business, children and teenagers, food and restaurants, music, lesbian, gay, bisexual, and transgender (LGBT) culture and



## Best Practice: City-Government TV Broadcast System

others. The expanded lineup resulted from a cost-saving strategy to air original and encore programs that capitalize on the resources of other networks and independent producers.

The website, [nyc.gov/media](http://nyc.gov/media), was re-built as a user-friendly interface offering programs, schedules and general information about content on the NYC Media network. A robust video-on-demand player ([nyc.gov/vod](http://nyc.gov/vod)) was built to house NYC Media content, enabling viewers to access programming online. Select programming is available on mobile devices.

NYC Media's radio station, 91.5 FM offers global music, world news and ethnic programming.

NYC Media also produces the on-hold programming heard on the City's phone lines, a compilation of timely Public Service Announcements (PSAs), informational messages, and quick station identification messages known as station IDs, read by agency commissioners, officials and celebrities, and scored to music of mixed genres. The announcement system is currently available on over fifty thousand New York City phones.

### COST

NYC Media is an important source of revenue for the City of New York. In addition to leasing time to international programmers, NYC Media also generates revenue through its operation of live racing feeds for Off-Track Betting (OTB). Additional revenues come in the form of federal grants, sponsorship and underwriting dollars. NYC Media has an annual budget of less than \$9 million dollars.

### RESULTS AND EVALUATION

NYC Media's channels reach 5.4 million cable households. The broadcast channel, NYC life, has a potential reach of 18 million viewers in a fifty mile radius of New York City. NYC life receives approximately 1.2 million viewers per week, with the outer boroughs driving viewership.

As of May 2010, [nyc.gov/media](http://nyc.gov/media) receives approximately 38,700 unique page views per month; the video-on-demand player is seeing over 78,700 unique views per month.

NYC Media has worked with several City agencies to highlight municipal services: Office of Emergency Management, the Health Department, Health and Human Services, Human Resources Administration, Department of Environmental Protection, the Department of Aging, the Department of Youth and Community Development, and many more.

NYC Media will continue to work with independent producers, cultural institutions and content providers to curate programming that aligns with the mission to serve the public with high quality, relevant, hyper-local programming on NYC life.

The network will work to improve the NYC gov channel, airing live City Council events and meetings in an effort to provide New Yorkers with more access to the governmental process.

### TIMELINE

June 2003	Mayor Bloomberg announces the launch of NYC TV and its slate of original programming about New York City.
January 2005	Mayor Bloomberg announces the merger of WNYE-TV and WNYE-FM with NYC TV.
April 2005	NYC TV begins its multi-year streak of New York Emmy award wins.



## Best Practice: City-Government TV Broadcast System

---

August 2006	Mayor Bloomberg announces that WNBC will broadcast more than 100 hours of NYC TV original programming on WNBC-TV.
September 2007	Mayor Bloomberg announces the launch of NYC TV's online broadband video player, NYC TV-On Demand, featuring more than 500 clips of NYC TV original shows and content.
January 2010	NYC TV is rebranded as NYC Media.
May 2010	NYC Media partners with independent producers, cultural and educational institutions and broadcast networks to present a new primetime line-up for NYC life.
July 2010	NYC Mayor's Office of Media and Entertainment is formed, joining NYC Media with the Mayor's Office of Film, Theatre and Broadcasting.

### LESSONS LEARNED

One of the challenges that NYC Media faces is a limited marketing budget to boost awareness of the network and its programming, so it has created several innovative and successful partnerships to extend its reach. NYC Media utilizes space provided by not-for-profit organizations to promote its properties on digital screens throughout the City in high-traffic areas, predominantly in the outer-boroughs. NYC Media has partnered with a print publication to produce short-form content profiling businesses featured in the magazine. In exchange for producing and airing this content, NYC Media is provided advertising space at no cost. NYC Media is working to embrace technology to deliver content in new, exciting and innovative ways to its audiences.

### LEGISLATION

There is no pending legislation.

### TRANSFERABILITY

NYC Media has become a worldwide model for municipal television. NYC Media is actively in discussions with national and regional broadcasters to potentially air NYC Media content.

### CONTACT

Chris Coffey  
Director of External Affairs  
[ccoffey@tv.nyc.gov](mailto:ccoffey@tv.nyc.gov)

NYC Media  
Centre Street, 27<sup>th</sup> Floor  
New York, NY 10007  
Tel: (212) 669-7322