



THE HISTORY CHANNEL AND NYC

In 2005, NYC Marketing announced a multi-year partnership between The History Channel and the City of New York. The City's mission was to showcase and draw global interest for the City's rich history and its heritage tourism attractions. The History Channel sought to "MAKE THE PAST COME ALIVE" in order to increase interest in history and viewership of The History Channel's programs.

NYC Marketing's solution was an innovative multi-platform partnership was developed to build on the heritage tourism, education and restoration highlighting The History Channel's role in bringing history to life across the five boroughs.

The History Channel's \$3.5 million marketing and rights fee and \$16 million in media value to the City contributed to economic development and quality of life in New York and was unprecedented for this kind of partnership. Through its historic preservation and global advertising and promotion the partnership

re-imaged NYC as a premium historical destination. The platform provided extensive support and promotion for 14 City organizations focusing on historic tourism, preservation and education.

The multi-year commitment to preserve history allowed the Tourism Visitor Center to reach over 350,000 visitors annually through historical trolley rides and walking tours. An extensive Citywide outdoor media campaign celebrating history was also introduced.

The History Channel's dedication to historic education was focused on inspiring the next generation of New Yorkers to cultivate and protect NYC's history. The History Channel benefited over 1,300 New York City Public School libraries through its donation of a history themed DVD to each school. Additionally, it supported the Citywide restoration program which actively preserves and maintains 250 Parks monuments and 3 Historic House Trust sites.

The \$15 million of on-air spots provided by The History Channel gave NYC an opportunity to promote itself domestically and internationally to The History

Channel's 129 million subscriber households. They also created "NYC Week," an annual prime-time programming special on its network featuring New York City content. Additionally, an annual consumer sweepstakes promoted on The History Channel offered a grand prize trip to explore the best of NYC's history.

A passport program encouraged visits to NYC's top cultural and historical institutions.

And for the 2004 Republican National Convention, The History Channel produced, "My New York", a short feature on New York City's people and history.