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## WNET Launches A New Arts & Culture Mobile App

*THIRTEEN Arts* offers users a free, curated guide to the best cultural events and exhibitions in and around New York City

WNET, parent company of New York public television stations THIRTEEN and WLIW21, announced the launch of *THIRTEEN Arts* (<http://www.thirteen.org/mobile>), the first mobile app from New York's public media provider available for both iPhone and Android.

*THIRTEEN Arts* gives New Yorkers and tourists on the-go access to the city's rich cultural offerings right in the palm of their hands. The app offers a curated guide to the city's top arts events ranging from the performance art to the fine arts.

WNET's on-air content will play a major role in the *THIRTEEN Arts*' **Staff Picks** section, which features video clips from the station's award-winning local arts series *SundayArts*. The program's "Curator's Choice" clips offer users a glimpse into the most interesting events around the city. The app will eventually integrate content from WNET's newest site *MetroFocus*, among other relevant programs.

Working in partnership with the Alliance for the Arts, *THIRTEEN Arts* will tap into the organization's database to build on the app's **Venue List** feature, a comprehensive list of arts organizations, institutions and venues in the New York City area, and the **Event Calendar** section, which gives users a preview of the top shows for the coming weeks.

Additionally, an interactive map that uses **geolocation** helps users choose from events and venues based on their location.

"*THIRTEEN Arts* is a wonderful introduction to what WNET does best, which is showcasing New York City's dynamic arts and culture scene to our community," said Dan Greenberg, General Manager of WNET's Interactive Engagement Group. "This is the most comprehensive arts and culture app

available to smartphone users that is both functional and free. We're excited to offer the app to long-time residents and visitors touring the city."

Funding for *THIRTEEN Arts* is provided by MasterCard.

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#### **About WNET New York Public Media**

New York public media company WNET is a pioneering provider of television and web content. The parent of THIRTEEN, WLIW21 and Creative News Group, WNET brings such acclaimed broadcast series and websites as *Tavis Smiley*, *Need To Know*, *Nature*, *Great Performances*, *American Masters*, *Charlie Rose*, *Secrets of the Dead*, *Religion & Ethics Newsweekly*, *Visions*, *Consuelo Mack WealthTrack*, *Angelina Ballerina: The Next Steps* and *Cyberchase* to national and international audiences. Through its wide range of channels and platforms, WNET serves the entire New York City metro area with unique local productions, broadcasts and innovative educational and cultural projects. In all that it does, WNET pursues a single, overarching goal — to create media experiences of lasting significance for New York, America and the world. For more information, visit [www.wnet.org](http://www.wnet.org).