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Digitally composed photo illustrates TransitTV broadcast of local television news, here featuring KVEA Anchor Ruben Luengas. Photo courtesy of KBNC.



### Metro's Transit TV to Carry Local News in English, Spanish

(Feb. 22, 2007) NBC's Los Angeles TV stations – KNBC-Ch. 4, KVEA-Ch. 52 and KWHY-Ch. 22 – are partnering with Transit TV to provide additional on-board programming to Los Metro Bus riders.

The programming change began Wednesday, when bus riders could watch five minutes of local news, weather and sports programming every hour as they commuted to and from work. On-camera anchors for the three stations deliver the news in English and Spanish.

Transit TV's wireless network of 4,400 LCD screens on Metro's 2,200 buses will enable the programming to be updated throughout the day; ensuring riders receive the latest news, weather and sports.

Installed on buses since August 2006, Transit TV screens provide riders with 48 minutes of programming every hour. Programming also includes Metro advertising and information spots, as well as a map showing the real-time movement of the bus.

"The addition of local news content furthers our commitment to provide our viewers with up-to-date, high quality, relevant programming," said Gerry Noble, CEO and President of Transit TV.

KNBC-TV, Ch. 4, is NBC Universal's flagship, owned-and-operated station in the Los Angeles market. KVEA-TV, Ch. 52, is the Telemundo Network's flagship station in the Los Angeles market. KWHY-TV, Ch. 22, is an independent Spanish-language TV station providing local news and entertaining programming to the Hispanic community in the Los Angeles area.

