

Internet Access to Local TV

WVH now offering constant streaming broadcast

By Gavin Menu

WVH-TV, which has been on the air since 1994 and is broadcast locally on Cablevision channel 78 and on UHF channel 50, has since March 23 offered a constant streaming broadcast on the internet at wvh.tv.

East End events such as the Hampton Classic Horse Show, the Mercedes Bridgehampton Polo Challenge and the Hamptons International Film Festival will now be available to anyone across the world who has access to a computer and the internet.

"This is a major technological advance we have been working on," said Greg Schimizzi, the television station's chairman. "WVH-TV can now be seen anywhere on computers."

He said the station can be seen with Microsoft's Windows Media Player, which can be downloaded for free when visiting the site.

Mr. Schimizzi and his brother Ernie Schimizzi, who is the president of the station, began WVH 10 years ago with a plan to bring a mix of family movies, news, sports and local events to East End residents. Both men live full-time in East Hampton, and work at WVH's studio on Industrial Road near the East Hampton Airport.

In addition to creating the television station, the two brothers have written a book together and estab-



lished a motion picture company that has produced over 150 films.

"We've always tried to be innovative in our careers," Ernie Schimizzi said. "That, coupled with our desire to get our signal into the hands of the consumer, led to a concentration on the internet as an alternate mode for viewers outside our area."

While other television channels have attempted similar projects, rarely has a constant, 24-hour-a-day stream been achieved by a small local station.

Mr. Schimizzi said WVH has been able to do so because it owns all of its programming. He said that most television companies buy programming and are not licensed to feed the programs to outside sources such as the internet.

"We own everything," Mr. Schimizzi said. "We plan to use this technology to venture out of Long Island. The value is that people will realize what our community is all about."

Mr. Schimizzi said national advertisers "are reluctant to advertise in local media. He said that greater national exposure for WVH would benefit the entire community. "This will open things up for all East End media. It can only help local businesses as well, he said.

WVH is the only FCC-licensed channel on Long Island, and as a result, Mr. Schimizzi said the channel has important community responsibilities. WVH is the state's Amber Alert station for the East End, and it provides emergency broadcasting for weather emergencies. Recently, WVH was linked directly to Governor George L. Pataki's mansion to be available to broadcast emergency messages.

"People are spending more time in front of their computers than their TVs," Mr. Schimizzi said. "The results of this have been spectacular."

The Southampton Press

4/1/04