NBC Universal is one of the world’s leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

NBC Universal TV Networks Distribution, a division of NBC Universal, one of the world’s preeminent media companies, drives the company’s cable strategic development and growth including video-on-demand, pay-per-view, HDTV, TV EST (electronic sell-through), TV Wireless distribution and oversees the cable distribution, marketing and local ad sales of fifteen properties (Bravo, Chiller, CNBC, CNBC World, MSNBC, mun2, NBC Weather Plus, S.O.S., ShopNBC, Silk', Telemundo, Telemundo Puerto Rico, Universal HD, USA and the Olympics on cable).

### Platform | Business Model | Content Examples
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**VOD** | - TRANSACTIONAL<br>- AD-SUPPORTED | Movies, NBC Primetime, NBC LateNight, NBC News, Cable Series and Uncensored TV events
**Electronic Sell-Through** | - TRANSACTIONAL | NBC Primetime, NBC LateNight, NBC News, NBC Vintage Shows (Hired Hitchcock Presents), Cable Series
**Broadband** | - AD-SUPPORTED<br>- SUBSCRIPTION<br>- SOCIAL NETWORKING | Long-form and short-form video content, video clips, blogs, games, photo galleries (nbc.com, Milligan, CNBC Plus, bblive.com, savetv.com, scr7.com, universalized.net, dotcomedy.com)
**Interactive Television** | - ONE-SCREEN<br>- TWO-SCREEN<br>- SMS | Voting and polling (Bravo’s Top Chef), interactivity online during live broadcast (Heroes), text message to enter sweepstakes (Deal or No Deal)
**Mobile** | - LINEAR CHANNELS<br>- VIDEO ON DEMAND<br>- WAP SITES<br>- GAMES/RINGTONES/WALLPAPERS | Linear channels (NBCiGo, NBC NewsGo), video clips (NBC Mobile), NBC Primetime and Cable Series on demand, both transactional and FOD, over 25+ WAP sites for NBC Network and shows, Cable Networks and series, etc.
**High Definition** | - LINEAR CHANNELS<br>- VOD | Movies, series and sports (Universal HD), select movies from Universal Pictures and Focus/Rogue on VOD

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