

October 8, 2010

FILED/ACCEPTED

**BY HAND DELIVERY**

OCT - 8 2010

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, D.C. 20554

Federal Communications Commission  
Office of the Secretary

**Re:** *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses or Transfer Control of Licensees*, MB Docket No. 10-56

**REDACTED – FOR PUBLIC INSPECTION**

Dear Ms. Dortch:

NBC Universal, Inc. (“NBCU”) hereby submits (a) certain documents and files in response to a request from Commission staff and (b) an additional document and a revised Narrative Response relating to Question 48 of the Commission's May 21, 2010 Information and Discovery Request<sup>1</sup> (hereinafter the “Submission”). This Submission is being filed pursuant to the Protective Orders in this proceeding<sup>2</sup> and consistent with the instructions contained in the May 21 Letter, as supplemented or modified by directions from Commission staff.<sup>3</sup> Attached

<sup>1</sup> *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses or Transfer Control of Licensees*, Information and Discovery Request for NBC Universal, Inc., MB Docket No. 10-56 (rel. May 21, 2010) (“May 21 Letter”). For purposes of assigning document control numbers and otherwise processing these documents, the documents included in this Submission are being treated as responsive to a new Request No. 60 with the exception of one document which has been designated as responsive to Request No. 48.

<sup>2</sup> *Applications of Comcast Corporation, General Electric Company, and NBC Universal Inc. for Consent to Assign Licenses or Transfer Control of Licensees*, Protective Order, MB Docket No. 10-56, DA 10-370 (MB Mar. 4, 2010); *Applications of Comcast Corporation, General Electric Company, and NBC Universal Inc. for Consent to Assign Licenses or Transfer Control of Licensees*, Second Protective Order, MB Docket No. 10-56, DA 10-371 (MB Mar. 4, 2010).

<sup>3</sup> *See, e.g.*, Letter from William T. Lake, Chief, Media Bureau, to Bryan N. Tramont, Kenneth E. Satten, David H. Solomon, Natalie G. Roisman, Wilkinson Barker Knauer, LLP, MB Docket No. 10-56 (June 3, 2010) (“Revised Instructions”).

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hereto are (1) an index of the contents of this Submission, (2) an index of documents redacted on grounds of privilege, (3) an index of the native Excel files included in the Submission, and (4) a revised page 33 to NBCU's July 6, 2010 response to the May 21 Letter reflecting minor corrections to the Narrative Response to Question 48.<sup>4</sup>

Pursuant to the Protective Orders, NBCU is submitting one copy each of the Confidential and Highly Confidential cover letters and two copies of this letter by hand-delivery to the Secretary's Office. Also pursuant to the Protective Orders and staff instructions, NBCU is providing Confidential and Highly Confidential versions of the complete Submission to Commission staff in paper and electronic format.

NBCU will make the Highly Confidential version of this filing available for inspection pursuant to the terms of the Second Protective Order, as supplemented. Parties interested in securing access to the Highly Confidential versions of this filing should contact Wade Lindsay, Wilkinson Barker Knauer, LLP, 2300 N Street, NW, Washington, DC 20037, (202) 783-4141, [jlindsay@wbkllaw.com](mailto:jlindsay@wbkllaw.com).

NBCU has made diligent efforts to ensure that none of the documents it is submitting herewith is privileged under the attorney-client privilege or attorney work product doctrine. To the extent that any privileged documents may have been inadvertently produced, such production does not constitute waiver of any applicable privilege. NBCU requests that any privileged documents inadvertently produced be returned to NBCU as soon as such inadvertent production is discovered by any party, and reserves all rights to seek the return of any such documents.

Pursuant to Instruction No. 7(d)(3) of the Revised Instructions and the May 21, 2010 letter from William T. Lake, Chief, Media Bureau, NBCU certifies that it has fully and completely complied with the Request consistent with the Instructions and Revised Instructions, and as modified and clarified by discussions with Commission staff.

If you have any questions or require further information, please do not hesitate to contact me.

Sincerely yours,



David H. Solomon

*Counsel to NBC Universal, Inc.*

Enclosures

cc: Vanessa Lemmé

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<sup>4</sup> The {{ }} symbols denote Highly Confidential Information.

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60nbcu0001128_2.19.10 Support.xls	60nbcu0001128	60nbcu0001128_0034
60nbcu0001520_Sub Estimates from Magna and Billing.xls	60nbcu0001520	60nbcu0001520_0377
60nbcu0001702_DTV Financial Model at 12.11.09.xls	60nbcu0001702	60nbcu0001702_0074

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20	3/6/2008 12:50:22 AM	Boudreaux, Jennifer	Brenner, Jodi; Schreiber, Michael	AC	Email containing privileged communication re: terms in an agreement for internet streaming with Uverse for discussion with counsel (Brenner, Jodi*)	60nbcu0000943	60nbcu0000943	60	Yes



**CONTAINS [[CONFIDENTIAL]] AND {{HIGHLY CONFIDENTIAL}}  
INFORMATION-SUBJECT TO FIRST AND SECOND PROTECTIVE ORDERS IN MB  
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[[REDACTED]]

[[REDACTED]]

46. **Provide all agreements currently in effect and all agreements executed since January 1, 2006 between the Company and unaffiliated MVPDs or Online Video Programming Distributors for advertising their video distribution service on any of the Company's systems for delivering Video Programming.**

See response to Request 48.

47. **Identify and describe separately all negotiations since January 1, 2006 between the Company and any (1) MVPD and (2) Online Video Programming Distributor, regarding carriage, licensing, or distribution of advertising for their video distribution service on any of the Company's systems for delivering Video Programming, and describe the outcome of each negotiation.**

See response to Request 48.

48. **Provide all documents discussing the Company's decisions regarding whether or not and under what terms and conditions to air advertising from any MVPDs, Online Video Programming Distributors, or Non-Broadcast Programming Networks.**

Pursuant to discussions with the FCC Staff at our May 28, 2010 meeting, and except as set forth below, the Company is providing a description of its relevant advertising policies in lieu of responding to Requests 46-48 as written. {{

[[REDACTED]]

}} The Company's O&O broadcast stations in particular frequently air MVPD advertisements {{

49. **For all DMAs in which NBC and Telemundo O&Os overlap with Comcast's Cable Systems, provide the names and addresses of the Company's twenty (20) largest buyers (by number of units) of advertising time on NBC O&Os and Telemundo O&Os, broken down by NBC and Telemundo O&O.**