

NBC Universal

- Multiple program streams over multiple platforms**
- Growth Businesses: Channel 1, NBC Mobile, Weather Plus, Peacock Productions, Retirement Living**
- Traditional Programming: Access Hollywood, Chris Mathews Syndicated, NBC Newschannel, CNBC, Telemundo Network, NBC News programming (Today Show Nightly News, Meet The Press) MSNBC**
- MSNBC “The Place for Politics”**

News Coverage – A Mixture of Old and New

2008 Convention Coverage

- Traditional Coverage over Fiber and Satellite: 270 MHz Circuits (HD & SD paths), DS3 (Video & Ethernet), Multiple Satellite Paths
- Next Generation of Coverage: Cell Phone streaming, Bgan and Qvidium, "Embeds" or "1 Man Bands", NBC "Green Machine"
- News Partnerships
CNN & NBC share resources on a daily basis to keep costs low and compete with NSS

Global Coverage

- Partnerships & Deals Struck with Foreign Broadcasters to carry live programming.
- Many deals currently in the works for upcoming Conventions and Election Night.
- Super Tuesday Carried by Channel News Asia and distributed throughout Singapore
- Free2View TV carrying MSNBC programming due to Political Interests