

August 20, 2010

VIA ELECTRONIC FILING

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

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, Summary of Ex Parte Meeting

Dear Ms. Dortch,

On August 19, 2010, Henry Ahn, Executive Vice President, TV Networks Distribution, NBC Universal, Inc. (“NBCU”); Jodi Brenner, Senior Vice President, Business Legal Affairs NBC Universal Television Network Distribution; Margaret Tobey, Vice President, Regulatory Affairs, NBCU; Richard Metzger, Lawler, Metzger, Keeney & Logan, LLC, counsel to General Electric Company; and the undersigned, counsel to NBCU, met with the following Commission staff regarding NBCU content distribution issues in connection with the above-captioned proceeding: Jessica Almond; Jim Bird; Neil Dellar; John Flynn; William Freedman; Marcia Glauberman; Jamila-Bess Johnson; Stacy Jordan; Nicole McGinnis; Erin McGrath; Betsy McIntyre; Virginia Metallo; Chuck Needy; and Dana Scherer. Natalie Rosenfelt from the Department of Justice also participated in the meeting.

Mr. Ahn discussed the process by which NBCU distributes its programming content to multichannel video program distributors (“MVPDs”) for linear and on-demand television viewing. The discussion included a review of how NBCU negotiates with MVPDs for the retransmission consent rights for the NBC-affiliated owned and operated television stations and for the rights to distribute NBCU’s cable entertainment networks. Mr. Ahn explained that NBCU seeks to distribute its programming to as many viewers as possible in order to generate sufficient revenues from advertising and license fees to support the substantial investment it makes in high quality news and entertainment programming. Mr. Ahn emphasized that the dual revenue stream model has been critical to the success of NBCU’s cable networks. He also noted

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that the ongoing erosion of the broadcast television audience makes the broadcast industry's traditional revenue model (based solely on advertising) unsustainable. This requires the development of additional revenue streams, particularly from retransmission consent fees.

Sincerely,

/s/ Kenneth E. Satten

Kenneth E. Satten

cc: Jessica Almond, Jim Bird, Neil Dellar, John Flynn, William Freedman, Marcia Glauberman, Jamila-Bess Johnson, Stacy Jordan, Nicole McGinnis, Erin McGrath, Betsy McIntyre, Virginia Metallo, Chuck Needy, Dana Scherer