

July 12, 2010

**VIA ELECTRONIC FILING**

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

Dear Ms. Dortch:

Comcast Corporation (“Comcast”) and NBC Universal, Inc. (“NBCU”) hereby submit for the record in this proceeding a summary of the key provisions of an agreement entered into June 29, 2010 among Comcast, NBCU, and the Independent Film & Television Alliance.

If you have any questions, please do not hesitate to contact the undersigned.

Respectfully submitted,

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Attachment

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## **Summary of Agreement among Comcast Corporation (“Comcast”), NBC Universal, Inc. (“NBCU”), and the Independent Film & Television Alliance (“IFTA”)**

Overview: Comcast, NBCU, and IFTA have agreed to take certain actions to provide enhanced opportunities for programming produced by independent producers to be considered for Comcast and NBCU platforms (the “Agreement”). The Agreement covers scripted entertainment programming as well as unscripted (“reality”) entertainment programming on the NBC Network during primetime, on the NBCU cable entertainment networks, and on Comcast’s video-on-demand (“VOD”) and online platforms. The commitments in the Agreement are generally applicable for a period of four years beginning on June 1 following the closing of the Comcast/NBCU joint venture.

- Development Meetings. NBCU will schedule each year a presentation outlining for Independent Producers its upcoming scripted and reality programming needs. The term “Independent Producer” includes both IFTA and non-IFTA producers/production companies, and is generally defined as a producer/production company that: (i) is not part of a vertically-integrated company; (ii) is either an IFTA member, or is among those non-IFTA member companies that would not be considered a “major” independent supplier; (iii) is financially able to deficit finance network-quality scripted series or longform programming or appropriately finance reality programming; and (iv) has had at least three projects in development at (or has produced at least one project that has been exhibited by) a broadcast network or a basic or pay cable entertainment network within five years preceding the date of the applicable Development Meeting. IFTA will provide an invitation list of up to 200 Independent Producers, working with its members and with other independent producers and organizations.
- Pitch Meetings. NBCU will set up annual meetings with creative executives from NBCU’s entertainment networks to take series pitches from Independent Producers.
  - The Independent Producers will be referred by IFTA based upon NBCU’s stated needs with the goal of having presentations by a diverse group of producers. NBCU may submit Independent Producers to IFTA for inclusion in the process.
  - Independent Producers who are not members of IFTA will not be unreasonably excluded from the process by IFTA, and Independent Producers may be selected for pitches even if they did not attend the Development Meeting.
  - In the six-month period following each Development Meeting, NBCU’s cable group will take at least 15 pitches and its broadcast group will take at least 20 pitches as part of this process. NBCU may also take pitches from Independent Producers in addition to those taken as part of this process.
  - NBCU’s Digital Studio executives may also participate in the pitch meetings in order to evaluate the presentations for potential digital platform opportunities.
- Allocated Development Funds. Each year, the NBC Network will allocate \$1 million in development funds and, separately, the NBCU cable entertainment networks will allocate \$500,000 in development funds (collectively, the “Allocated Development Funds”).

- The Allocated Development Funds will be exclusively dedicated to supporting early development of new projects from Independent Producers as part of this process, and will be disbursed by NBCU directly to such Independent Producers in such amounts and allocations as NBCU determines is appropriate but seeking to provide funds to multiple projects/Independent Producers.
  - NBCU will provide IFTA an annual report setting forth the projects and Independent Producers to which the Allocated Development Funds were allocated.
- Advertiser-Sponsored Movies of the Week (“MOWs”). The NBC Network will facilitate formal introductions of Independent Producers of MOWs to advertisers looking to produce fully-sponsored MOWs that will be supplied to the NBC Network on a time-buy basis as the company’s sales and programming needs dictate.
- Acquisition of Feature Films and Other Programming. To the extent the NBCU cable networks license MOWs or mini-series or seek to acquire feature films, their executives or employees will take submissions of professionally produced, completed MOWs, miniseries or films from Independent Producers at agreed upon times and locations including the American Film Market in a good faith effort to consider independent programming for such slots. The definition of “Independent Producer” for purposes of this provision includes only parts (i) and (ii) of the general definition set forth above.
- New Media Distribution. Comcast commits to meet with IFTA to develop a plan to simplify the method by which Independent Producers license their content to Comcast for distribution on New Media platforms.
  - Comcast and IFTA will work toward the goal of developing a process within three (3) months of the Agreement for Comcast Cable to evaluate content for its New Media platforms from Independent Producers.
  - The definition of “Independent Producer” for purposes of this provision includes only parts (i) and (ii) of the general definition set forth above.

## Your submission has been accepted

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### Proceeding

Name	Subject
10-56	In the Matter of Application of Comcast Corporation General Electric Company and NBC Universal Inc. for consent to assign license or transfer control of licensees.

### Contact Info

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### Details

**Type of Filing:** LETTER

### Document(s)

File Name	Custom Description	Size
20100712 Comcast-NBCU Submission to FCC re IFTA Agreement.pdf		18 KB

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