



Cable Networks

Comcast



- 97MM homes
- E! content and channels reach over 1 billion homes internationally
- 5th year in a row of record-setting viewership
- Top series include *Keeping up with the Kardashians*, *E! News* (with Ryan Seacrest), *Chelsea Lately*, *The Soup* and *Live from the Red Carpet*



GOLF CHANNEL®

- 82MM homes
- More live golf coverage than all other domestic networks combined
- Exclusive cable home for world's professional golf tours: PGA Tour, LPGA Tour, Champions Tour, European Tour and Nationwide Tour



NETWORK

- 64MM homes
- Fastest-growing cable network among women in the U.S. over the last 5 years
- 86% increase in primetime total viewers over last 3 years
- 5 Daytime Emmy nominations in 2009
- Top rated shows include *Clean House*, *Ruby*, *Kimora* and *Supernanny*



VERSUS

- 64MM homes
- Fastest-growing national cable sports network
- National cable home of the NHL, Stanley Cup Playoffs, IndyCar Series, Tour de France, PBR and World Extreme Cagefighting
- Features nationally ranked college football and basketball from the Pac-10, Big 12 and Mountain West Conferences

NBC Universal



- 99MM homes
- #1 in primetime ratings for 13 consecutive quarters, attracting largest audience ever for a cable network
- #1 cable network in total day ratings
- *Burn Notice* is #1 original scripted series in basic cable
- Other top series: *White Collar*, *Royal Pains*, *Monk*, *In Plain Sight*, *Psych*, *Law and Order: Criminal Intent* and *WWE Raw*



- 92MM homes
- Ratings doubled over last 4 years
- 16th consecutive quarter of YoY Prime ratings growth
- #2 fastest growing top 20 cable entertainment network A18-49 over past 2 years
- 12 Primetime Emmy nominations



- 96MM homes
- Top 5 in ratings A18-54 in 4Q09
- Top 10 in ratings A25-54/A18-49 2009 YTD
- Key shows include *Stargate Universe*, *Caprica*, *Warehouse 13*, *Eureka* and *Ghost Hunters*



CNBC



CNBC EUROPE CNBC A S I A



CNBC WORLD

- 97MM homes
- #1 business-news television network since 1989
- Global brand reaching 340MM homes around the world
- 11 local language franchises
- Business day ratings A25-54 have more than doubled since 2005
- More than 75% of C-Suite are loyal viewers

*partial ownership percentage

Number of homes represent Nielsen subscribers, if applicable

For more information please visit: www.comcast.com/nbcutransaction



NBC UNIVERSAL

Comcast



- 66MM homes
- Leading source for "digital lifestyle" content (videogames, gadgets, viral videos) appealing to men 18-34
- Exclusive live coverage for *E3 Gaming Expo*, *Comic-Con*, *CES* and *Tokyo Game Show*



(65%)*

- 36MM homes (VOD only)
- Offers over 200 free workouts On Demand, online, DVDs and iPhone App



(40%)*

- 48MM homes (linear and VOD)
- First 24-hour multiplatform preschool network for children 2-5 and their parents
- #1 Kids On Demand service for younger children with over half a billion VOD orders to date
- Received Mom's Choice Gold Award, Parents' Choice Award, Mid-Atlantic Emmy Award



- Over 2,400 live sporting events annually
- Manages 10 sports networks delivering local and national sports, news, analysis and commentary to more than 40MM homes



(67%)*

- 4.2MM homes
- Key rights: Giants, Warriors



(85%)*

- 3MM homes
- Key rights: Flyers, Phillies, Sixers



- 3.4MM homes
- Key rights: A's, Kings, Sharks

NBC Universal



- 93MM homes
- #2 cable news (primetime ratings A25-54)
- Successful place for politics positioning



- 75MM homes
- Top 25 in ratings for women 18-49
- Youngest, most upscale women's network
- #3 in working moms 18-49
- 51% rating growth in Prime since 2007



- 33MM homes
- First channel created for American Latino youth



- 35MM homes
- Horror and suspense programming; includes *Tales from the Crypt*, *Twilight Zone*, *Psycho* and *Cape Fear*



- 32MM homes
- Premier entertainment cable channel dedicated to crime, mystery, suspense genre
- Programming ranges from James Bond movies to *Miami Vice* and an extensive lineup of current (*Monk*, *NCIS*) and classic (*MacGyver*, *JAG*) television series



- 16MM homes
- Available in 100% 1080i HD
- Programming includes films, series and sports

*partial ownership percentage



NBC UNIVERSAL

Comcast



- 4.7MM homes
- Key rights: Wizards, Capitals



- 4.7MM homes
- Key rights: Blackhawks, Cubs, White Sox, Bulls



- 4MM homes
- Key rights: Celtics



- 1.1MM homes
- Key rights: Trail Blazers



- 4MM homes
- Key rights: Mountain West Conference



- 5.6MM homes
- Key rights: SEC Conference



- 3MM homes
- Leading and respected brand for New England news
- Only regional 24x7 news outlet in the area



- 8.9MM homes
- Key rights: Mets, Big East Conference
- (Not Managed)



- 48.4MM homes
- Premier destination for African-American adults
- (Not Managed)



- Horror, thriller and suspense VOD network
- #1 free movie network on VOD
- (Not Managed)

NBC Universal



(8%)*

- Carries more than 1,000 live events and 7,000 hours of original event programming between television and the Internet
- More than 40 sports, including 50 World Championships, 180 World Cups and 50 Grand Prix Events annually
- (Not Managed)



weather.com

(25%)*

- Consistently rates Top Five for News, Entertainment, and Information web sites
- Features current conditions and forecasts for over 98,000 locations worldwide, along with local and regional radar maps
- (Not Managed)



(16%)*

- (Not Managed)



(16%)*

- (Not Managed)



(16%)*

- (Not Managed)



(16%)*

- (Not Managed)

*partial ownership percentage

Regional Sports Networks subscriber numbers exclude out-of-market subscribers

For more information please visit: www.comcast.com/nbcutransaction



NBC UNIVERSAL

Select Digital Assets



NBC.com
9.5MM MUVs



fandango.com
14.5MM MUVs



dailycandy.com
548K MUVs



ivillage.com
30.6MM MUVs



eonline.com
3.1MM MUVs



bravotv.com
2.2MM MUVs



syfy.com
1.4MM MUVs



GOLF CHANNEL®
thegolfchannel.com
2.6MM MUVs



CNBC.com
5.8MM MUVs



usanetwork.com
1MM MUVs



oxygen.com
285K MUVs



g4tv.com
1MM MUVs



versus.com
138K MUVs



sproutonline.com
478K MUVs
(40%)*



mystyle.com
199K MUVs



universalsports.com
173K MUVs
(8%)* (Not Managed)



weather.com
weather.com
24.7MM MUVs
(25%)* (Not Managed)



hulu.com
19MM MUVs
(27%)* (Not Managed)



fearnet.com*
921K MUVs
(33%)* (Not Managed)



msnbc.com
29.6MM MUVs
(50%)* (Not Managed)

MUVs = Monthly Unique Visitors

Source: comScore, Oct. 2009 MUVs

*partial ownership percentage