

GE ANNUAL REPORT VIDEO

NBCU UNIVERSAL – NEW YORK CITY, NEW YORK

Combined Continuity Script

SHOT #	SHOT DESCRIPTION	DIALOGUE
1.	Busy street traffic in Times Square, New York City.	Music In.
2.	<p>Medium close shot: Jeff Gaspin. Title on bottom of screen reads: "Jeff Gaspin, President and Chief Operating Officer, Universal Television Group"</p> <p>Montage of shots: Movie and TV advertising in downtown New York City. On billboards, taxi cabs, buses.</p> <p>Medium close shot: Jeff Gaspin</p>	<p>Jeff Gaspin (voiceover) I would say the strength of NBC Universal comes from the diversification of our media assets. We have a broadcast network. 150 international cable channels. Universal Film group. A huge DVD business. We have a tremendous cable portfolio that includes four primary brands: USA, SCIFI, Bravo and Oxygen.</p> <p>NBC Universal cable had a great year in 2008. The industry grew at about 6 percent, but our group grew at 12 percent.</p>
3.	<p>Animated USA Network logo.</p> <p>Medium close shot: Bonnie Hammer. Title on bottom of screen reads: "Bonnie Hammer, President, NBCU Cable Entertainment and Universal Cable Productions"</p> <p>Montage of shots: Promos of TV shows: Burn Notice, Law & Order: Criminal Intent, In Plain Sight, Psych, Battlestar Galactica.</p> <p>Montage of shots: Inside the "Characters Welcome" launch event hosted by USA Network. Exterior shots of red carpet arrivals and photographers.</p> <p>Medium close shot: Bonnie Hammer</p> <p>Montage of shots: Series of promo shots from the TV show, Monk.</p> <p>Medium close shot: Bonnie Hammer</p>	<p>Bonnie Hammer (voiceover) One of the beauties of the cable industry is the understanding of brand. We have a very specific filter on how we look at things, whether it's SCIFI or USA, and nothing will get a green light unless it fits that brand filter.</p> <p>It has to have certain aspects. On USA, it's aspirational. It's upbeat. For SCIFI, it has to be all about the imagination.</p> <p>We're real excited about where cable is right now. We're the place that creatives, A-list creatives really want to work because we give them a fair amount of creative freedom. They know that if they get a green light it's not going to be for six episodes, it will be for thirteen or sixteen episodes.</p> <p>We have one show called Monk that's going into its eighth season, which is a huge success on the channel. I think ultimately Monk will be worth about \$100 million from total sales. And when you own IP, you own its afterlife, it brings in revenue for years.</p>
4.	<p>Montage of shots: Interior of Oxygen headquarters.</p> <p>Medium close shot: Laura Zalaznick. Title on bottom of screen reads: "Laura Zalaznick, President, NBCU Women & Lifestyle Entertainment Networks"</p> <p>Montage of shots: TV screens, person looking at the Oxygen web site on a computer monitor.</p> <p>Montage of shots: Exterior of NBC Studio building, outdoor advertising on buses, taxi cabs, billboards, New York City skyscrapers.</p>	<p>Lauren Zalaznick (voiceover) What we do with our sales partners is to really focus on the consumer. We know their behavior, we know what they like to watch, we know how to market to them and therefore, act as this important middleman between the client, who is the advertiser and the viewer.</p> <p>The way that consumers are going to consume media may or may not grow on television alone, on digital alone, in movie theaters alone, but we know that all together, every piece of NBC Universal is set</p>

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SHOT #	SHOT DESCRIPTION	DIALOGUE
		up to deliver high quality content where ever our consumers are.
5.	Fade to black.	Music out.