

NBCU Milestones

1986: General Electric acquires RCA and becomes NBC's parent company. Bob Wright is named NBC's president and chief executive officer.

1990: Universal Studios Florida opens in Orlando.

1990: Law & Order, the "mother ship" of the successful crime series franchise, makes its debut on NBC.

1991: Electronics giant Matsushita Electric Industrial Co. purchases MCA.

1993: Steven Spielberg's Schindler's List wins Academy Award for Best Picture. Universal CityWalk opens.

1994: Blockbuster hits ER and Friends premiere on Thursday nights.

1995: Joseph Seagram Company, Ltd. buys 80 percent interest in MCA. Ron Meyer appointed president and COO, succeeding Sidney Sheinberg.

1996: MCA, Inc. renamed Universal Studios, Inc.

1997: TV's most successful franchise, Law & Order, wins Emmy for Outstanding Drama Series.

2000: Vivendi, Canal+, and parent Seagram Company form strategic business combination, creating Vivendi Universal.

2001: Universal Studios Japan stages grand opening and shatters attendance records worldwide. Universal gains USA Network assets including USA Films, later renamed Focus Features.

2002: NBC acquires Telemundo, the nation's second-largest Spanish-language broadcaster, entertainment cable network Bravo, and KNTV in San Jose/San Francisco.

2003: Universal becomes first studio with five summer releases breaking \$100 million mark.

May 12, 2004: Day One of NBC Universal.

2004: NBC Universal kicks off coverage of the Summer Olympics from Athens, Greece, with an unprecedented 1,210 hours of coverage. The Games were watched by 203 million Americans—the most-watched non-U.S. Olympics in history to date.

2004: Brian Williams replaces Tom Brokaw as anchor and managing editor of NBC Nightly News.

2004: GE acquires Vivendi's TV and movie assets.

2005: The Office premieres on NBC.

2005: Universal Pictures' King Kong opens, eventually grossing more than \$550 million worldwide and winning three Oscars.

2005: Acquired full ownership of MSNBC cable network

2006: NBC Universal kicks off coverage of the Winter Olympics from Torino, Italy, with an unprecedented 416 hours of programming.

2006: NBC Universal announces the acquisition of iVillage, one of the nation's most successful women-oriented websites.

2006: Meredith Vieira makes her debut as co-anchor of Today.

2006: Development of Universal Studios Singapore is announced with a grand opening target of 2010.

2007: Jeff Zucker is named President and CEO of NBC Universal.

2007: Development of Universal Studios Dubailand is announced in Dubai, UAE.

2007: NBC Universal launches Green Is Universal

2007: NBC Universal acquires Sparrowhawk Holdings and its significant portfolio of international pay TV channels. With the deal, NBCU expands its Global Networks to more than 30 channels worldwide.

2007: NBC Universal completes acquisition of Oxygen Media, one of the nation's leading female-focused cable networks.

2008: Video website Hulu launches.

2008: NBC Universal launches Women@NBCU, a female-targeted sales and marketing initiative.

2008: NBC Universal, along with two equity partners, acquires the Weather Channel.

2008: NBC Universal begins coverage of the Summer Olympic Games from Beijing. The Games would be the most-watched television event in U.S. history, with 215 million Americans tuning in.

2008: NBC Universal acquires Carnival Film & Television Ltd, a U.K.-based television production company.

2008: David Gregory makes his debut as moderator of Meet the Press, the longest-running show on television.

2009: NBC broadcasts first Super Bowl in 11 years, setting a record for largest TV viewing audience ever.

2009: Late Night with Conan O'Brien signs off after 16 seasons.

2009: Late Night with Jimmy Fallon premieres on NBC.

2009: President Barack Obama appears on The Tonight Show with Jay Leno, becoming the first sitting president to appear on a late-night television show.

2009: NBC's hit drama ER concludes its 15-year run. One of television's all-time great shows, ER was the No. 1 drama on TV for 10 seasons and is the most Emmy-nominated show in history.

2009: The Tonight Show with Conan O'Brien premieres on NBC with guests Will Farrell and Pearl Jam.

2009: Jay Leno begins as host of The Jay Leno Show.