

MB Docket No. 10-56
SECOND INFORMATION AND DOCUMENT REQUEST
FOR NBC UNIVERSAL, INC.

I. Instructions and Definitions

We incorporate herein by reference the instructions and definitions contained in the initial Information and Discovery Request dated May 21, 2010, as revised by letter dated June 3, 2010, and in subsequent clarifying discussions with Commission staff. Moreover, as subsequently discussed with staff, the responses and documents must be submitted both in paper and electronic form, the latter in a manner that is fully compatible with the Commission's Summation software database. To the extent that NBCU contends that any of the documents or information requested below reflects Highly Confidential material that does not fall within the specific categories of such materials outlined in the Second Protective Order in this Docket, it should submit a letter requesting Highly Confidential treatment of such materials, and explaining why such treatment is warranted.

II. Information and Documents Requested

61. Provide the average per subscriber advertising revenues by year, from 2005 to the present, for each programming network in which the Company has an attributable interest. For each year, 2005 to the present, provide the number of MVPD subscribers to each network by year.
62. Provide all e-mails, correspondence and other documents related to the Company's offering of its program content in linear form to Sezmi.
63. Provide the Company's two most recent agreements, including all attachments and amendments thereto, for carriage of each NBC O&O and Telemundo O&O in all markets over systems of each of the following firms: Time Warner Cable ("TWC"), DIRECTV, DISH, Cox, Charter, Cablevision, Bright House, Mediacom, CableOne, Wide Open West, RCN, Verizon and AT&T.
64. Provide the Company's two most recent agreements with each of the following entities, including all attachments and amendments thereto, related to each entity's distribution of USA: TWC, DIRECTV, DISH, Cox, Charter, Bright House, Mediacom, CableOne, Wide Open West, RCN, Verizon and AT&T.
65. Provide the Company's two most recent agreements with each of the following entities, including all attachments and amendments thereto, related to each entity's distribution of Oxygen: TWC, DIRECTV, DISH, Cox, Charter, Bright House, Mediacom, CableOne, Wide Open West, RCN, Verizon and AT&T.
66. Provide the Company's two most recent agreements with each of the following entities, including all attachments and amendments thereto, related to each entity's distribution of Chiller: TWC, DIRECTV, DISH, Cox, Charter, Bright House, Mediacom, CableOne, Wide Open West, RCN, Verizon and AT&T.

67. Provide the Company's two most recent agreements with each of the following entities, including all attachments and amendments thereto, related to each entity's distribution of Sleuth: TWC, DIRECTV, DISH, Cox, Charter, Bright House, Mediacom, CableOne, Wide Open West, RCN, Verizon and AT&T.
68. Provide all e-mails, correspondence and other documents, including, but not limited to, the letter from Cox Communications to Bridget Baker depicted and quoted in Document 28nbcu0000655, related to the response of any MVPD to NBCU's distribution of long-form professional video (television programs and movies) on advertisement-supported websites including, but not limited to, NBC.com and Hulu.com.
69. Identify the top 20 advertisers on each of the Company's programming networks and the Company's annual revenue from each from such advertising.
70. Identify the top 20 advertisers on each of the Company's online properties (vertical sites and aggregators/portals) and the Company's annual revenue from each from such advertising.