

NBC and Universal Timeline

The story of NBCUniversal reaches back more than a century and involves two great companies, NBC and Universal. Beginning in the early years of the twentieth century, these two companies would create extraordinary legacies of accomplishment in the exciting new worlds of motion picture production and distribution, location-based entertainment, and radio and television production and broadcasting. Today, as one company under the ownership of Comcast, NBCUniversal continues to build on its legacy of quality and innovation.

1909

- Carl Laemmle forms the Independent Moving Pictures Company of America (IMP).

1912

- Independent Moving Pictures Company merges with five other film companies to create Universal Film Manufacturing Company, encompassing all facets of the movie industry: production, distribution and exhibition.

1915

- Universal City officially opens. Thomas Edison, founder of GE, dedicates Universal's state-of-the-art electric studio.

1926

- NBC establishes the nation's first permanent radio network.

1927

- Landmark radio broadcasts for NBC include the Rose Bowl (first coast-to-coast radio network broadcast), the Tunney-Dempsey heavyweight fight and Lindbergh's U.S. return after the first trans-Atlantic flight.

1928

- NBC introduces its first radio serial drama, *Real Folks*.
- Universal opens its first "talking picture," *Melody of Love*.

1930

- Universal's *All Quiet on the Western Front* wins Academy Award for Best Picture.

1931

- *Dracula* and *Frankenstein* are released, beginning Universal's leadership in the horror genre.
- NBC begins experimental TV broadcasts from atop new Empire State Building.

1933

- 30 Rockefeller Center becomes home to NBC operations.

1936

- NBC Radio broadcasts the 1936 Berlin Olympics where Jesse Owens wins four gold medals.

1937

- Arturo Toscanini makes first appearance conducting NBC Symphony Orchestra from the world's then-largest broadcast studio, Studio 8-H in Rockefeller Center.

1938

- Devised by Lew Wasserman, MCA radio show *Kay Kyser and His Kollege of Musical Knowledge*, debuts on NBC Radio.

1939

- NBC demonstrates television at New York World's Fair and begins regular New York TV program service. The first Major League Baseball and pro football telecasts are aired on NBC.

1940

- NBC airs its first telecast of the presidential election returns.

1941

- NBC's WNBT in New York is granted FCC's first commercial TV station license.

1946

- An NBC Atlantic Coast four-city TV network is inaugurated.

1947

- *Meet the Press*, *Howdy Doody*, and *Kraft Television Theatre* debut on NBC TV.
- First televised World Series is broadcast by NBC.

1948

- *Texaco Star Theater* with Milton Berle is TV's first runaway hit on NBC.
- TV plays first major role in covering a presidential election as NBC televises the nominating conventions.
- *The Camel Newsreel Theater* is the first regularly scheduled newscast on NBC.
- Driven by the success of NBC's Milton Berle, television ownership increases from approximately 175,000 to 1 million by year's end.

1950

- NBC pioneers daytime television with the *Kate Smith Hour* and introduces Sid Caesar in *Your Show of Shows*.

1951

- NBC inaugurates first regular coast-to-coast TV network service and begins field tests for color TV.
- NBC's *Dragnet* debuts as one of TV's earliest and most successful crime series.

1952

- *Today* on NBC becomes the first network early-morning news show.

1953

- NBC begins first compatible color broadcasts, preceding other networks by nine years.
- General Electric Theater by Universal premieres. A year later, Ronald Reagan becomes host.
- Universal releases its first 3-D film, *It Came From Outer Space*.

1954

- *The Tonight Show*, TV's first successful late-night talk show on NBC, debuts with Steve Allen.
- The first TV "spectacular," *Satin and Spurs*, is shown on NBC; a programming innovation, the "spectacular" broke with the then-standard custom of airing programs sponsored (and controlled) by a single advertiser, in favor of a program controlled by the network, with commercial time sold to multiple advertisers.

1955

- The first color coverage of sports events are presented on NBC.
- NBC Radio introduces *Monitor*, a new weekend program service.
- Mary Martin stars in *Peter Pan* on NBC; the broadcast draws a record-breaking estimated audience of 65 million.

1956

- Chet Huntley and David Brinkley gain national acclaim for their election coverage and their subsequent *Huntley-Brinkley Report* on NBC.

- Nat King Cole is first major black artist to have his own network series, on NBC.

1957

- *Wagon Train* and *The Dinah Shore Chevy Show* debut on NBC.
- Jack Paar becomes host of *The Tonight Show* on NBC.

1958

- MCA and Universal buy Paramount Studios' pre-1948 sound film library in richest TV syndication deal to date.

1959

- *Bonanza*, first TV Western series in color, begins its 14-year run on NBC.

1960

- NBC initiates presidential TV debates (Kennedy and Nixon).
- First *NBC White Paper* is produced, beginning a long-running documentary series.

1961

- *NBC Saturday Night at the Movies* marks the first regular network showing of a theatrical feature film.
- Universal's *Spartacus* spears four Academy Awards.

1962

- Johnny Carson takes over as host of *The Tonight Show* on NBC.
- *The Virginian* debuts as TV's first 90-minute series on NBC.
- MCA purchases Decca Records, and with it, Universal Pictures.

1963

- NBC News devotes 71 hours to coverage of the assassination and funeral of President Kennedy.
- NBC is the first network to devote an entire evening to a news documentary: a three-hour report on the civil rights movement.
- Gregory Peck receives Best Actor Oscar for Universal's *To Kill a Mockingbird*.

1964

- NBC presents first made-for-television movie.
- NBC Sports televises the Tokyo Olympic Games.
- Universal Studios Tour opens for business, a reincarnation of the original Universal tour that was halted in the late 1920s, when "talkies" became the norm and producers demanded a set free of noise from visitors.
- MCA acquires Alfred Hitchcock's Shamley Productions, including rights to *Psycho* and all his television work.

1965

- NBC's *Today* is the first regularly scheduled program to use communications satellite transmission.
- NBC's primetime schedule is virtually all in color, another TV first.
- Bill Cosby becomes first black actor to have a leading role in a series, NBC's *I Spy*.

1966

- Future cult hit *Star Trek* debuts on NBC.

1967

- NBC's *Ironside*, the popular detective series starring Raymond Burr, debuts.
- A revolutionary concept in comedy, *Rowan & Martin's Laugh-In*, debuts on NBC.

1969

- NBC airs one of the biggest upsets in sports history, the 1969 Super Bowl where the New York Jets defeat the Baltimore Colts 16 to 7.

1970

- *The Flip Wilson Show* debuts on NBC.

1971

- *The NBC Mystery Movie*, rotating three different detective series, introduces Peter Falk as Lt. Columbo.

1973

- Breaking new ground, NBC launches *Tomorrow*, a late-late-night talk program.
- *American Graffiti* becomes an instant classic.

1974

- One of TV's most successful family series, *Little House on the Prairie*, is launched on NBC.
- Universal's *The Sting* captures seven Academy Awards, among them Best Picture.

1975

- *Saturday Night Live* debuts on NBC, and with it, a new standard in TV comedy.
- Universal Pictures' *JAWS* opens and is considered to be the first blockbuster movie.

1977

- USA Network launches as the Madison Square Garden Network.

1978

- NBC's *Holocaust* miniseries attracts 107 million viewers and wins 21 major awards.
- Universal's *The Deer Hunter* brings home four Academy Awards, including Best Picture.

1980

- NBC's miniseries *Shogun* wins huge audiences and critical praise.
- Universal's MCA Home Entertainment Group founded, creating catalog video distribution division.
- Bravo launches.

1981

- Landmark series *Hill Street Blues* is introduced on NBC. The innovative police series is destined to become one of TV's most-honored programs.

1982

- The debut of *Late Night with David Letterman* introduces a new irreverent style of TV comedy on NBC. Other innovations include the debut of *NBC News Overnight*.
- Quality primetime series such as *Cheers*, *St. Elsewhere* and *Family Ties* make NBC a favorite with critics.
- Universal's *E.T.: The Extra Terrestrial* takes over the domestic and international box offices.

1983

- NBC programs receive 133 Emmy Award nominations — the most ever by one network — and 33 primetime awards, more than the other two networks combined.
- Tom Brokaw becomes the sole anchor of *Nightly News* on NBC.

1984

- NBC's *The Cosby Show* debuts and quickly becomes TV's most popular series.

1985

- NBC's *Today* airs the first-ever live telecast from the coliseum in Rome, the first time American TV cameras have been allowed inside the Pauline Chapel, the Pope's private chapel. Pope John Paul II celebrates mass for the *Today* staff.
- NBC has its most successful season in 30 years with nine of the top 20 programs, including *Miami Vice* and *Golden Girls*.
- NBC becomes the first commercial TV network to transmit all programming to stations via satellite system, and the first to institute stereocasting on a regular basis.
- Universal's *Out of Africa* honored with Best Picture Oscar.
- *Back to the Future* premieres.

1986

- General Electric acquires RCA and becomes NBC's parent company.
- NBC News launches Skycom, a domestic and international satellite system facilitating news exchange between NBC-TV affiliates.

1987

- NBC primetime programs earn 140 Emmy nominations, leading other networks for the sixth straight year.
- NBC's *Today* goes on the road to the People's Republic of China to report on the cultural treasures of the world's most populous nation.

1988

- NBC broadcasts the Summer Olympics in Seoul, Korea, the second time in history that the Games have taken place in Asia. This marks the last time that athletes from the two Germanys would compete as separate countries. Track-and-field stars Florence Griffith-Joyner and Jackie Joyner-Kersey set new world records.

1989

- The NBC hit sitcom *Seinfeld* makes its debut as *The Seinfeld Chronicles*. The program becomes a ratings powerhouse for NBC in the 1993-94 primetime season.
- NBC launches CNBC, a business and financial cable TV network, and begins building a portfolio of cable properties.
- NBC launches The More You Know, a multiple award-winning public service campaign that addresses issues such as substance abuse, teen pregnancy, violence prevention, peer pressure and sexually transmitted diseases.
- NBC News Anchor Tom Brokaw exclusively covers the fall of the Berlin Wall live.
- *Field of Dreams* premieres.

1990

- *Law & Order*, the "mother ship" of the successful crime series franchise, makes its debut on NBC.
- Universal Studios Florida opens in Orlando.

1991

- NBC News Channel, the NBC affiliate news service, is launched. The service provides video, original reports and customized packages to over 200 NBC-affiliated stations.

1992

- Universal's Sci Fi Channel launches.
- Jay Leno takes over as the new host of NBC's *The Tonight Show*.
- Bryant Gumbel leads NBC's *Today* on a journey to Africa.

- *Dateline NBC* premieres.

1993

- NBC brands Thursday nights “Must See TV.”
- *Frasier* premieres, and *Seinfeld* and *Mad About You* move to Thursday nights on NBC.
- Conan O’Brien takes over as host of *Late Night* on NBC.
- Universal and Steven Spielberg’s *Schindler’s List* wins Academy Award for Best Picture.
- Universal Studio Orlando’s CityWalk opens.
- Universal and Steven Spielberg’s *Jurassic Park* premieres.

1994

- Blockbuster hits *ER* and *Friends* premiere on Thursday nights on NBC.
- *Saturday Night Live* celebrates its 20th anniversary on NBC.
- NBC opens its \$15 million “window-on-the-world” studio, creating a new home for *Today* and a popular destination for tourists from around the world.
- NBC’s new series *ER*, *Frasier* and *Mad About You* capture Peabody Awards, the first triple award for any network in the same year.

1995

- Jay Leno surpasses David Letterman in late-night ratings war, and NBC recaptures tradition of dominance in late-night programming.
- NBC dominates the primetime Emmy nominations.
- CNBC Asia makes its debut as the first service to feature programming produced on three continents.
- The NBC network launches NBC.com, its World Wide Web site on the Internet.
- Ron Meyer appointed president and COO of Universal, succeeding Sidney Sheinberg.

1996

- NBC’s primetime lineup is No. 1 in every key category.
- The hit series *3rd Rock from the Sun* debuts in the first quarter on NBC.
- The network launches two new services: NBC Asia, a general news and information channel in Asia, and CNBC Europe, an ideal complement to NBC Europe.
- The Games of the XXVI Olympiad take place in Atlanta, GA, marking the third straight Summer Olympics telecast for NBC.
- NBC acquires the broadcast rights to the Olympics through 2008.
- NBC and Microsoft launch MSNBC, a 24-hour news and information cable network and interactive online service.

1997

- NBC’s *Today* celebrates 100 weeks in first place.
- *Meet the Press* celebrates its 50th anniversary on NBC.
- Matt Lauer becomes co-host of *Today* on NBC.
- *ER*’s season-opening episode is performed live on NBC.
- TV’s most successful franchise, *Law & Order* on NBC, wins Emmy for Outstanding Drama Series.

1998

- *Seinfeld* airs its final episode on NBC, attracting over 76 million viewers.
- For the third year in a row, NBC ends the season No. 1 in every key category.

1999

- CNBC celebrates its 10th anniversary with distribution to 160 million homes worldwide.
- CNBC's *Business Center* marks the first time ever a live, anchored, broadcast show is based on the New York Stock Exchange floor.
- NBC's new fall hits are *The West Wing*, *Law and Order: Special Victims Unit* and *Third Watch*.
- Islands of Adventure, the Portofino Resort and Universal CityWalk open at Universal Studios Orlando.

2000

- NBC's broadcast of the Olympic Games in Sydney garners 185 million viewers.
- The *Today* show on NBC launches its ratings-winning third hour.
- Universal premieres *Meet the Parents* and *Gladiator*.

2001

- NBC marks its 75th anniversary; announces 3-hour primetime special for May 2002.
- 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.
- The XIX Olympic Winter Games is held in Salt Lake City, UT. This marks NBC's first coverage of the Olympic Winter Games since 1972. The Games are the second-most-watched Winter Games in history, attracting 187 million American viewers.

2003

- NBC and Vivendi Universal Entertainment announce agreement to merge and form new entity called NBC Universal.
- NBC acquires television rights for the 2010 and 2012 Olympic Games.
- NBC claims its third consecutive primetime ratings win in adults 18-49 and seventh victorious season in eight years.
- In its thirteenth season, *Law & Order* marks its 300th episode, and *Law & Order: Special Victims Unit* passes the 100-episode milestone on NBC.
- *Queer Eye for the Straight Guy* debuts on Bravo and becomes a smash hit.
- Universal becomes first studio with five summer releases breaking \$100 million mark.

2004

- NBC and Universal join together to create NBC Universal, a diversified media powerhouse with a broad portfolio including broadcast networks NBC and Telemundo; widely distributed cable networks such as USA Network, SCI FI, Bravo, CNBC and MSNBC; the Universal Pictures movie studio; a television production studio; theme parks in Hollywood and Orlando; and television stations in major markets across the United States.
- NBC Universal's content is distributed to more than 200 countries around the world.
- USA Network on NBC Universal launches *The 4400*, which garnered three Emmy nominations, including one for best miniseries, and stayed on the air for four hit seasons.
- Universal Pictures' *The Bourne Supremacy*, the sequel to *The Bourne Identity*, opens, going on to gross more than \$280 million worldwide.

- 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.
- NBC Universal wins 11 Primetime Emmys, including Outstanding Lead Actor in a Comedy Series (Kelsey Grammer in *Frasier*), Outstanding Lead Actress in a Drama Series (Allison Janney in *The West Wing*), and Outstanding Supporting Actor in a Comedy Series (David Hyde Pierce in *Frasier*).
- Universal Pictures' *Ray* opens. The movie will pick up an Oscar for Best Actor (Jamie Foxx) on its way to a worldwide box office of \$125 million.
- *House*, produced by Universal Media Studios, premieres on Fox. It would be the No. 1 scripted show on television in 2007 and 2008.
- *Project Runway* premieres on Bravo, eventually winning a Peabody Award as well as several Primetime Emmy nominations.
- Brian Williams replaces Tom Brokaw as anchor and managing editor of *NBC Nightly News*. The NBC news flagship program continues to be the highest-rated evening newscast.
- Universal Pictures' *Meet the Fockers* opens. It would become the highest-grossing live-action comedy in history at the time, earning more than \$500 million worldwide.

2005

- *Battlestar Galactica* airs on SCI FI Channel to critical acclaim and high ratings. The debut episode would win the 2005 Hugo Award for Best Drama and the series would take home a Peabody Award.
- NBC Universal receives two Golden Globes: Best Actor, Musical or Comedy (Jamie Foxx in *Ray*) and Best Actress, Drama Series (Mariska Hargitay in *Law & Order: Special Victims Unit*).
- *The Office* premieres on NBC. Over the next few seasons, the critically acclaimed comedy series would win multiple Emmy, Screen Actors Guild and Golden Globe awards.
- NBC is awarded the rights to the NFL's Sunday night primetime package, which includes the 2009 and 2012 Super Bowls.
- Universal Pictures' *The 40 Year Old Virgin* opens. Starring Steve Carell from NBC's *The Office*, the film would gross more than \$175 million worldwide.
- Focus Features' *The Constant Gardener* opens. Actress Rachel Weisz would win an Oscar, Golden Globe and Screen Actors Guild award for her starring role.
- NBC Universal wins eight Primetime Emmys, including Outstanding Lead Actor in a Comedy Series (Tony Shalhoub in *Monk*), Outstanding Lead Actress in a Drama Series (Patricia Arquette in *Medium*), and Outstanding Writing for a Drama Series (David Shore for *House*).
- Focus Features' *Pride & Prejudice* opens, going on to gross more than \$120 million worldwide and receive four Academy Award nominations.
- Universal Pictures' *King Kong* opens, eventually grossing more than \$550 million worldwide and winning three Oscars.
- Focus Features' *Brokeback Mountain* opens. The movie would become Focus Features' top-grossing film ever with \$180 million at the box office, and would win Academy Awards for Best Director, Best Adapted Screenplay and Best Original Score.
- NBC's *Today* marks 10 consecutive years in first place among morning news programs.
- NBC Universal finishes its first full calendar year with double-digit growth in operating profit to more than \$3 billion, driven by strength across a number of business segments, including cable entertainment, parks and film.

2006

- Sleuth, a digital cable channel dedicated to crime and mystery programming, launches on NBC.

- NBC Universal receives seven Golden Globes, including Best Drama (*Brokeback Mountain*), Best Director (Ang Lee for *Brokeback Mountain*), and Best Actor, Comedy or Musical (Steve Carell in *The Office*).
- NBC Universal kicks off coverage of the Winter Olympics from Torino, Italy, with an unprecedented 416 hours of programming.
- NBC Universal wins seven Academy Awards, including Best Actress in a Supporting Role (Rachel Weisz in *The Constant Gardener*), Best Director (Ang Lee for *Brokeback Mountain*), and Best Writing — Adapted Screenplay (Larry McMurtry and Diana Ossana for *Brokeback Mountain*).
- NBC Universal announces the acquisition of iVillage, one of the nation's most successful women-oriented websites.
- *Jerry Springer*, which is distributed by NBC Universal, celebrates its 3,000th episode, highlighting excerpts from past episodes.
- Universal Pictures' *The Break-Up* opens. The comedy will go on to gross more than \$200 million worldwide.
- USA network launches *Psych*, which goes on to become the No. 1 new cable series of 2006.
- MSNBC, the only leading news source with an online companion, MSNBC.com, celebrates its 10th anniversary.
- NBC Universal wins seven Primetime Emmys, including Outstanding Comedy Series (*The Office*), Outstanding Lead Actor in a Comedy Series (Tony Shalhoub in *Monk*), and Outstanding Supporting Actress in a Comedy Series (Megan Mullally in *Will & Grace*).
- NBC returns to the NFL for the first time since the 1997 season, broadcasting the Thursday night season-opener between the defending Super Bowl champion Pittsburgh Steelers and the Miami Dolphins.
- *Access Hollywood* on NBC celebrates 10 years in national syndication.
- Meredith Vieira makes her debut as co-anchor of NBC's *Today*.
- Universal Pictures and Top Up TV enter into an agreement to launch PictureBox, a subscription-on-demand service in the U.K.
- *Heroes* premieres on NBC.
- *30 Rock* premieres on NBC. Starring Tina Fey and Alec Baldwin, the critically acclaimed comedy would dominate the awards landscape during the next few seasons, with multiple Emmy, Screen Actors Guild and Golden Globe awards.
- CNBC.com launches, the financial news network's online destination for the latest stock market news, information and headlines.
- USA Network begins unprecedented streak as the No. 1 cable entertainment network.

2007

- NBC Universal wins two Golden Globes: Best Performance by an Actor in a Television Series, Musical or Comedy (Alec Baldwin in *30 Rock*), and Best Performance by an Actor in a Television Series, Drama (Hugh Laurie in *House*, produced by Universal Media Studios).
- Universal enters term deal with Chris Meledandri (previous head of 20th Century Fox Animation) to head up a new animated film division at Universal.
- NBC Universal wins 5 Peabody Awards.
- NBC Sports wins 9 Sports Emmy Awards, more than any other broadcast or cable network.
- Development of Universal Studios Dubailand is announced in Dubai, United Arab Emirates. Universal Studios Dubailand will be the first world-class theme park in the Middle East, incorporating environmental characteristics of the destination into its design.

- NBC Universal launches Green Is Universal, a comprehensive program to improve the environmental impact of its operations by reducing greenhouse gases, raising awareness about green issues, and stimulating change in the media and entertainment industry.
- USA Network premieres the miniseries *The Starter Wife*, which would go on to earn a record-breaking 10 Emmy nominations, a WGA, DGA, Golden Globe and SAG nominations.
- NBC Universal wins 6 Daytime Emmy Awards.
- NBC Wins 18 Murrow Awards: NBC News and NBC Stations are honored with 18 national and regional Edward R. Murrow Awards.
- *Burn Notice* series premiere airs on USA Network, going on to become the No. 1 new cable series of 2007.
- Universal Pictures ends the summer with four \$100 million-plus hits: *Knocked Up*, *Evan Almighty*, *The Bourne Ultimatum* and *I Now Pronounce You Chuck and Larry*.
- *Today* launches its fourth hour on NBC.
- *Dead Zone* ends its six-year run on USA Network.
- NBC Universal wins seven Emmy Awards, more than any other broadcast network, including statues for Outstanding Comedy Series (*30 Rock*), Outstanding Supporting Actress in a Miniseries or a Movie (Judy Davis in USA's *The Starter Wife*), and Outstanding Writing for a Variety or Music Program (*Late Night with Conan O'Brien*).
- *Chuck* debuts on NBC; NBC News wins 4 News Emmy Awards.
- Green Is Universal presents an unprecedented company-wide weeklong programming effort in which every division of NBC Universal devotes its resources and time to help raise awareness, educate and activate consumers about environmental causes.
- NBC Universal completes acquisition of Oxygen Media, one of the nation's leading female-focused cable networks. Part of NBCU's strategy to transform its portfolio and focus on assets with potential for rapid growth, the acquisition strengthens NBC Universal's leadership in female-focused media.
- NBC Universal's CNBC wins two Emmy Awards for Business & Financial Reporting.
- Focus Features launches www.filminfocus.com, a unique site established as an online destination for film lovers around the world.
- NBC Universal generates operating profit of \$3.5 billion in 2007, its best year ever. Growth is driven by record-breaking results at Universal Pictures, Universal Parks & Resorts and Cable Entertainment.

2008

- NBC Sports broadcasts the first-ever outdoor NHL game held in the United States, the inaugural Winter Classic.
- NBC Universal garners three Golden Globes for Best Motion Picture, Drama (*Atonement*), Best Original Score, Motion Picture (*Atonement*), and Best Performance by an Actress in a Television Series, Musical or Comedy (Tina Fey in *30 Rock*).
- "The Disaster!" ride opens at Universal Studios Florida.
- Video website Hulu launches. The innovative joint venture of NBC Universal and News Corp. provides premium content to users online for free in an ad-based environment.
- NBC Universal Global Networks launches one of its most successful channel brands, SCI FI, for the first time in Japan. The launch, part of Global Networks ongoing channels expansion plan, is the first in Asia.
- Kathie Lee Gifford joins Hoda Kotb as co-host of the fourth hour of *Today* on NBC.
- NBC Universal wins three Sports Emmy Awards for *Sunday Night Football*.
- "The Simpsons Ride" opens at Universal Studios Florida and Universal Hollywood. The ride takes guests on a thrilling adventure with the Simpson family, incorporating the show's classic humor and instantly recognizable characters, all voiced by the original actors.

- NBC Universal Global Networks announces the launch of two of its most successful brands in Russia, Universal Channel and SCI FI.
- *In Plain Sight* premieres on USA Network, going on to become the No. 1 new cable series of 2008.
- NBC Sports broadcasts the first-ever U.S. Open golf championship scheduled for primetime.
- NBC Universal, along with two equity partners, acquires The Weather Channel. The addition of The Weather Channel to NBC Universal's NBC News, MSNBC and CNBC makes the company the leading provider of news, information and weather, both online and on television.
- *Mamma Mia!* opens in the U.S. and then expands globally to great success, including becoming the top-grossing movie of all time in the U.K. Global box-office revenues would surpass \$600 million.
- NBC Universal begins coverage of the Summer Olympic Games from Beijing. At the time, the Games would be the most-watched television event in U.S. history, with 215 million Americans tuning in.
- NBC Universal acquires Carnival Film & Television Ltd., a U.K.-based television production company.
- USA Network airs the 100th episode of the Emmy Award-winning series *Monk*.
- *The Rachel Maddow Show* premieres on MSNBC, going on to out-rate CNN's *Larry King Live* after seven weeks. Host Rachel Maddow also went on to win a Gracie Allen Award for Individual Achievement.
- NBC Universal and Apple announce the return of NBC Universal programming to iTunes. For the first time, content providers will be able to offer consumers their products over iTunes with flexibility in pricing and packaging, rather than being restricted by a "one-price-fits-all" model.
- NBC Universal wins 17 Emmy Awards, including four for *30 Rock*, 11 total for NBC, and three for SCI FI.
- Telemundo and Grupo Televisa announce an agreement to broadcast soccer matches of the premier Mexican teams in the U.S., strengthening Telemundo's position as the home of the best in sports programming for U.S. Hispanics.
- Universal's *Mamma Mia! The Movie* becomes the biggest selling DVD of all time in the U.K. and Nordic region.
- David Gregory makes his debut as moderator of *Meet the Press* on NBC, the longest-running show on television.
- USA Network celebrates its third straight year as the No. 1 cable network, marking the best year ever for a network in the history of cable and the first time a cable network has out-rated a broadcast network.
- NBC Universal concludes another year of record financial performance, with the company's major cable networks — USA, SCI FI, Bravo, Oxygen, CNBC and MSNBC — all ending the year with record ratings and profitability, and Universal Pictures having its best-ever year at the box office, generating \$2.8 billion in box-office revenue.

2009

- NBC Universal wins four Golden Globe Awards, including Best Actor, Comedy or Musical (Colin Farrell in *In Bruges*), Best Television Series, Comedy or Musical (*30 Rock*), and two wins for Best Actress and Best Actor in a Television Series, Comedy or Musical (Tina Fey and Alec Baldwin in *30 Rock*).
- NBC Universal wins five Screen Actors Guild Awards, including three for *30 Rock*.
- NBC broadcasts its first Super Bowl in 11 years, setting a record for largest TV viewing audience ever.
- NBC's *Late Night with Conan O'Brien* signs off after 16 seasons.
- Focus Features picks up two Academy Awards for *Milk*: Best Actor in a Leading Role (Sean Penn) and Best Original Screenplay (Dustin Vance Black).
- *Late Night with Jimmy Fallon* premieres on NBC.
- President Barack Obama appears on NBC's *The Tonight Show with Jay Leno*, becoming the first sitting president to appear on a late-night television show.

- Telemundo launches “Hazte Contar!” The public service campaign is designed to educate and increase awareness of the 2010 census among Hispanics.
- NBC Universal is honored with three Peabody Awards in three distinct genres — news, sports and entertainment.
- 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.
- Universal Pictures’ *Fast & Furious* opens. The fourth installment of the franchise grossed over \$100 million worldwide in its opening weekend and broke several box office records, including the biggest April movie opening ever, and the biggest three-day opening in Universal’s history.
- CNBC celebrates its 20th anniversary by ringing the opening and closing bell at the New York Stock Exchange, becoming one of the first organizations to ring the bell twice on the same day. It was the largest group to ever ring a closing or opening bell in NYSE’s history.
- NBC Sports wins 11 Emmy Awards, the most of any network.
- NBC Sports broadcasts the Kentucky Derby. The coverage was seen by more than 16 million viewers, making it the most-watched Kentucky Derby in 20 years.
- NBC.com wins six Webby Awards, including the *Heroes* and *The Office* webisodes as well as the *Late Night with Jimmy Fallon* web series and NBC Rewind, NBC.com’s full episode player.
- SCI FI Channel relaunches with new name and logo: Syfy — pronounced “sci fi.”
- NBC Universal wins 20 Emmy Awards, including 5 for *30 Rock*, which claimed its third consecutive win for Outstanding Comedy Series.
- Comcast and General Electric announce they have signed a definitive agreement to form a joint venture that will be 51 percent owned by Comcast, 49 percent owned by GE and managed by Comcast. The joint venture will consist of NBC Universal businesses and Comcast’s cable networks, regional sports networks, and certain digital properties and unconsolidated investments.
- After eight seasons on air, *Monk* ends its run on the USA Network. The show was the first basic cable series to have its repeats air in primetime on two broadcast networks. With 9.4 million viewers tuning in, the series finale set a record for the most-watched episode of a drama series on basic cable.

2010

- NBC Universal begins coverage of the Winter Olympics from Vancouver, Canada, with more than 835 hours of coverage on six platforms, more hours than the last two Winter Olympics combined.
- Jay Leno returns to his role as host of NBC’s *Tonight Show*, which he had previously hosted from May 1992 until May 2009.
- *Despicable Me* becomes Universal Pictures’ seventh-highest opening film of all time, and one of the most profitable films in Universal’s history.
- USA Network debuts the CIA drama *Covert Affairs*, continuing USA’s tradition of launching the hottest shows on cable for a fifth year in a row.
- NBC News presents the inaugural Education Nation, an initiative with the goal of starting a national conversation about the state of education in the United States. The three-day event marks an unprecedented gathering of leaders in education, business and government along with parents, teachers and students.
- Universal’s Islands of Adventure debuts *The Wizarding World of Harry Potter*.

2011

- Comcast and General Electric finalize their agreement to form a joint venture consisting of NBC Universal businesses and Comcast’s cable networks, regional sports networks, and certain digital properties and unconsolidated investments. The joint venture, NBCUniversal, is majority owned and managed by Comcast.

- NBC Sports and the National Hockey League announce a 10-year television and media rights deal, under which NBC remains the exclusive network home and VERSUS the exclusive cable home of the NHL in the U.S.
- Universal Pictures' *Fast Five*, the fifth installment in the franchise, opens to \$86.2 million at the North American box office, becoming the biggest 3-day opening weekend in Universal history and the biggest April opening ever, besting Universal's previous installment, *Fast & Furious*.
- NBCUniversal acquires U.S. media rights to the 2014, 2016, 2018 and 2020 Olympic Games for \$4.38 billion. The deal means that at the conclusion of the 2020 Games, NBC will have broadcast 11 consecutive Olympics.
- NBC Sports broadcasts Game 7 of the Stanley Cup, between the Boston Bruins and the Vancouver Canucks. With an audience of more than 8.5 million viewers, the game is the highest-rated NHL game in 37 years.
- NBCUniversal acquires the 50% of Universal Studios Orlando that it did not already own from Blackstone. The move reflects NBCUniversal's long-term commitment to the theme park business.
- Telemundo acquires Spanish-language U.S. media rights to FIFA World Cup soccer from 2015 through 2022. The agreement includes the 2018 FIFA World Cup, 2022 FIFA World Cup, 2015 FIFA Women's World Cup, and 2019 FIFA Women's World Cup, among other FIFA events.
- NBCUniversal signs a deal to extend its NFL rights package through the 2022 season. The agreement includes new features such as upgraded playoff coverage and an annual primetime game broadcast on Thanksgiving beginning in 2012. In addition to the 2012 Super Bowl, NBC will broadcast the Super Bowl in 2015, 2018 and 2021.

2012

- Cable sports network VERSUS is re-launched as the NBC Sports Network. The channel is a 24/7 destination for the same award-winning storytelling and top-shelf production that has been synonymous with NBC Sports for over 60 years.
- Broadcast by NBC, *Super Bowl XLVI* sets a record as the most-watched show in U.S. television history, with more than 111 million Americans tuning in. Also marks the first time the Super Bowl was live-streamed on the Internet.
- Universal Pictures' *Dr. Seuss' The Lorax* notches the biggest box-office debut weekend of the year, with more than \$70 million in domestic box-office receipts.
- Ratings winner *America's Got Talent* makes its season 7 debut, with Howard Stern joining the show as one of the judges.
- "Transformers: The Ride — 3D" opens at Universal Studios Hollywood, the theme park's most ambitious ride ever created.
- During its opening weekend, Focus Features' *Moonrise Kingdom* sets the record for the highest per-screen average for a live-action movie.
- NBC News and CNBC win five Edward R. Murrow Awards, including NBC News' taking the most prestigious honor, for Overall Excellence, for the fourth consecutive year.
- CNBC and Yahoo! Finance announce a content, programming and distribution alliance, whereby the two services will deliver enhanced content across multiple media platforms to a combined 40 million online users and CNBC's nearly 100 million households in the United States.
- Universal Pictures' *Ted* has third-best debut ever for an R-rated comedy at \$54.1 million.
- The 3-D ride "Despicable Me: Minion Mayhem" opens at Universal Studios Florida.
- The London Olympics are watched by 219 million Americans on the channels of NBCUniversal, making it the most-watched event in U.S. history.
- NBC's *America's Got Talent* is the No. 1 summer series for a seventh year in a row.