

Burke V3 (CBS/JS Changes)

Great stories aren't born great.

They take unparalleled creativity

edge-of-your-seat cliffhangers

And unforgettable characters so powerful they define cultural zeitgeist
(*Sharknado Shot*),

But how can we make stories truly meaningful in a world where everything
is moving fast... personalization is everything... and the water cooler is
everywhere? *(read both as a question and statement).*

It takes chemistry.

The perfect combination of premium content, unrivaled distribution, and
big data.

These things are at the heart of our DNA.

We tell the most captivating stories the world has ever seen

Heart-racing, palm-sweating,

I-HAVE-to-share-this-with-everyone-everywhere kind of stories.

And these stories give people a voice. (The Voice)

Families. (Marry Me)

Foodies. (Top Chef)

Fashionistas. (Fashion Police)

And bring them together to Watch What Happens. (Andy C)

Find their sweet spot. (golf)

And celebrate their heroes. (WWE)

Anytime. Anywhere.

Together, the networks of NBCUniversal are shaping the future, and owning
the future, of media, entertainment and technology.

Which unto itself is a great story.

NBCUniversal

All together different.