

IDA PROJECT COST/BENEFIT ANALYSIS

March 8, 2007

APPLICANT

NBC Universal, Inc.
30 Rockefeller Plaza
New York, NY 10020

PROJECT LOCATION(S)

30 Rockefeller Plaza
New York, NY 10020

A. Project Description:

NBC Universal, Inc. (“NBCU” or the “Company”), is one of the world’s leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combination of NBC and Vivendi Universal Entertainment, NBCU owns and operates a portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBCU is 80% owned by General Electric, with the remaining 20% controlled by Vivendi Universal. The Agency’s original incentive agreement with the Company dates back to December 1987 when the Agency’s Board of Directors approved the financial assistance to NBCU’s predecessor, NBC Inc., in connection with the renovation and technological upgrades of the broadcaster’s Rockefeller Center facility.

At the March 2007 NYCIDA Board of Directors meeting, NBCU will seek approval to modify the terms of its existing incentive agreement with NYCIDA to reflect certain agreements recently reached with the Agency (the “Amendment”). The Amendment will induce the Company to invest at least \$57 million in its facility at 30 Rockefeller Plaza in order to accommodate the Company’s MSNBC unit which will be relocated from Secaucus, NJ to New York City. The financial assistance proposed to be conferred by the Agency to the Company consists of exemptions and payments in lieu of City real property taxes. In return for the financial assistance, NBCU has agreed to the following conditions, reflecting the Company’s significantly added commitments to the City of New York:

- Relocate MSNBC headquarters, and newsgathering and production operations including online editorial operations of MSNBC.com, along with 421 FTE employees currently based in the broadcaster’s Secaucus, NJ facility;
- Extend NBCU’s overall citywide job commitment to the City by 13 years, from December 31, 2010 to December 31, 2023; and
- Increase the Company’s required job commitments. NBCU is currently required to maintain at least 1,600 direct Company employees and 2,250 total jobs (which include freelance workers and contract employees, in addition to the 1,600 direct NBCU employees). Under the proposed amendment, the Company will be required to maintain at least 2,737 direct Company jobs and 3,850 total jobs. NBCU must achieve these new job commitments by June 30, 2009.

B. Additional Cost to the City – NYC taxes to be exempted:	
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Property Tax Abatement (NPV 17 years, 6.25%)*	\$1,500,000
Estimated Total Cost to NYC	\$1,500,000

C. Incremental Benefits to the City – Estimated New York City direct and indirect taxes to be generated by the Company’s incremental project	
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One-time tax impact of renovation:	\$1,900,000
Incremental operations based on 1,600 jobs additionally committed by the Company (NPV 17 years, 6.25%):	\$520,410,000