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Words for less serious

Not long ago, Comstock, 46, was running marketing at General Electric; We have to thank her for the house-to-house. He moved to GE's NBC Universal unit 18 months ago, and just got a new gig that combines ad sales and digital media across the TV network, cable channels, and movie studios. Want to stream heroes, read the interactive novel, and then bid online for artwork from the show? I thank Comstock for all this. The economics of television were simple. Do you understand how to make money today when I can watch 30 Rock at almost any time? We understand it a lot better than we used to. Digital media allows us to open new windows without the cannibalism you'd expect. So yes, we can offer 30 Rock in preview, then on-air, then streaming, then iTunes, then mobile, and then syndication. We did the modeling. Looks like we're going to make more money. How do advertisers reckon with this new world? Some people know what they want, some less. But now, every dealer makes digital, not because it's trendy, but because they have to. Market groups have created units called vision, sound and motion [to work across the media]. They expect us to zero in on targeted consumers: What do we know about them and how do we achieve them? How do viewing habits change? We had 60 million streams [of TV shows] in NBC.com. Many of them are repeat viewers. Others change time. It's post-shift, too, with iTunes or on phones. And that works for you? He's got to do it. If consumers are in control, they will understand how they want to watch. We have to find the right solution. What's the next new thing? More personal expression [from viewers], the desire to participate in the narrative. Like, SMS-text to vote in a reality show, or watch Heroes and call a phone number. This thing is so rudimentary. We'll look back one day and say, We were so cute then! All this entails huge cultural changes. How is NBC Universal coping? This place is frenzied and chaotic, and we're constantly trying to get out of our way. With success, you're more confident. But we need to be more focused and more disciplined. Are you still, like you once said about yourself, impatient? Yes. And I'm scared. I keep sweeping the landscape. What's the next new thing? Who's going to get there first? This job is hypersensitive like this. You have to choose a path, keep it and feel good about it. The second guesses will end with something. ulcers. A member of our web team came across what could be a useful and economical business tool. iDictate is a service that will transfer documents sent to them by phone or dictation device - think traditional dictation; you call to dictate your document — for about 1 minute the word. They also offer standard transcription services for about 2 cents a word. More Bill services by the hour, so that seems like a very good deal — especially with delivery times ranging between 24 minutes and 24 hours. Have any FC Now readers used to the service? Service?