

Comcast exploring stake in NBC

October 1 2009, By DEBORAH YAO , AP Business Writer

(AP) -- Comcast Corp. is in negotiations to buy 20 percent to 50 percent of NBC Universal, according to people familiar with the negotiations.

Two people described the talks to The Associated Press, confirming earlier reports. They spoke on condition of anonymity because of the preliminary nature of the talks.

The deal hinges in part on whether French conglomerate Vivendi SA decides to sell its 20 percent stake in NBC Universal. [General Electric Co.](#) owns the rest.

[Comcast](#), the nation's largest [cable TV provider](#), could use NBC Universal to broaden the content it distributes. NBC Universal has several cable channels plus the NBC and Telemundo networks, the Universal Pictures movie studio and a chain of theme parks. A 50 percent stake could cost at least \$10 billion.

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