

Other words for things and stuff

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Not long ago, Comstock, 46, was running marketing at General Electric; He moved to the General Electric NBC Universal Unit 18 months ago, and just a new GIG that combines ad sales and digital media across the television network, cable channels, and movie studios. Want to stream heroes, read interactive novels, and then bid online for artwork from the show? I thank Comstock for all this. Do you understand how to make money today when I can watch 30 rockers at any time? we know much better than we used to . Digital media allows us to open new windows without the cannibalism you might expect. So yes, we can offer 30 rockers in previews, then in the air, then stream, then iTunes, then mobile, and then syndicate. We've done modeling. We seem to make more money. Some know what they want, some less. But right now, every market is doing digital, not because it's trendy, but because they should. Purchasing 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 to get to them? How are viewing habits changing? We had 60 million streams [of TV shows] NBC.com. Many of them are repeated viewers. Others are changing times. They're moving with i-Thens or the phone, and that's gonna work for you? he must have this . If consumers are in control, they understand how they want to watch. we need to find the right solution . What's next for the next new thing? More personal expression [by viewers], the desire to engage in storytelling. Like, text SMS to vote on a reality show, or watch heroes and dial a phone number. Those things are so rhondring, one day we look back and say, We were so funny then! all of this implies a huge cultural shift. How does NBC Universal cope? This space is extreme and chaotic, and we are constantly trying to get out of our way. Successfully, you get a little more confidence. But we still need to be more focused and disciplined. Still, like you once said about yourself, unsydy? yes. and im scared . I constantly scan the landscape. What's next for the next new thing? Who wants to go there first? This business is too sensitive to that. You have to choose a path, keep it, and feel good about it. Second guesses will lead to more than wounds. A member of our web team came across what might be a useful and economical business tool. iDictate is a service that documents sent to them via phone or dictation device - think traditional dictation is transcribed; You get in touch to dictate your document - for about 1 cent a word. They also offer standard transcription services of about 2 cents a word. Most Service bills by hours, so that seems like a very good deal - especially with a rotation time of between 24 minutes and 24 hours. Does any FC now have readers using this service? Services?

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