

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Form 13F

Form 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: September 30, 2004

Check here if Amendment []; Amendment Number:

This Amendment (Check only one.): [] is a restatement.

[] adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: National Broadcasting Company, Inc.

Address: 30 Rockefeller Plaza

New York, NY 10112

13F File Number: 28-06519

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Robert R. DeGennaro

Title: Manager - Accounting Projects

Phone: (203) 373-2535

Signature, Place, and Date of Signing:

Robert R. DeGennaro Fairfield, CT October 26, 2004

Report Type (Check only one.):

[] 13F HOLDINGS REPORT.

[X] 13F NOTICE.

[] 13F COMBINATION REPORT.

List of Other Managers Reporting for this Manager:

Form 13F File Number Name

28-01502 General Electric Company