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Ms. Nancy M. Morris  
Secretary  
Securities and Exchange Commission  
100 F Street, NE  
Washington, DC 20549-0609

**Re: SR-NYSE-2007-04**

Dear Ms. Morris:

CNBC, Inc. ("CNBC") is pleased to take this opportunity to comment on the New York Stock Exchange's ("NYSE") proposal to establish their NYSE Real-Time Trade Prices market data service that will allow vendors, such as CNBC, to redistribute last sale prices of transactions on the NYSE. CNBC welcomes the steps NYSE is taking for the following reasons:

1. Better information for all investors: CNBC serves both professional and the individual investors. Currently our customers get last sale prices by watching the ticker on CNBC TV. Enabling access to this information on the open internet gives our customers more timely information when they need it at no cost to them.
2. Flexibility: CNBC viewers associate our brand with high quality real-time financial information. As media extends to new platforms, such as internet websites and mobile devices, our customers expect to get the same quality information regardless of platform. NYSE's proposal enables our customers to get the information they need in the way they want to receive it. The flat fee creates a predictable cost for CNBC as well.
3. Enhanced customer experience and ease of administration: For individuals to access real-time data today, they must go through a series of long and often confusing forms which are not available on all websites. They need to remember their usernames and passwords, pay fees and later, submit for cancellation of service. This new NYSE proposal will eliminate all of this and reduce the reporting required by CNBC on the back end.

Thank you for your consideration of these comments. We would be pleased to answer any questions you may have.

Sincerely,

Scott Drake