



Comcast Corporation
300 New Jersey Avenue, NW
Suite 700
Washington, DC 20001

April 20, 2016

VIA ELECTRONIC FILING

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: *Commercial Availability of Navigation Devices*, MB Docket No. 16-42, CS
Docket No. 97-80.

Dear Ms. Dortch:

Please find attached copies of press releases and a blog post issued today regarding: *first*, the launch of Comcast's HTML5 apps-based Xfinity TV Partner Program to expand the range of retail devices its customers can use to access their Xfinity TV cable service, with Samsung as the first smart TV manufacturer to join this program; and *second*, in keeping with Comcast's openness to working with device makers that do not support HTML5, the announcement that Comcast and Roku will bring a new Xfinity TV Partner app to Roku TVs and Roku streaming players.

Please direct any questions to the undersigned.

Sincerely,

/s/ Jordan B. Goldstein
Vice President, Regulatory Affairs
Comcast Corporation

Attachments



PRESS RELEASE

Comcast
One Comcast Center
Philadelphia, PA 19103
www.comcastcorporation.com

**COMCAST LAUNCHES XFINITY TV PARTNER PROGRAM;
SAMSUNG FIRST TV PARTNER TO JOIN**

New Program Expands the Range of Retail Devices Xfinity TV Customers Can Use to Access Their Cable Service, Including Live, On Demand and Cloud DVR Programming

New Xfinity TV Partner App Will Leverage Open Standard Technologies to Provide Access to Xfinity TV Content and Guide on Smart TVs and Other IP-Enabled Devices

PHILADELPHIA, PA – April 20, 2016 – Comcast today announced the launch of the Xfinity TV Partner Program to expand the range of retail devices its customers can use to access their Xfinity TV service. Leveraging open standard technologies, such as HTML5, the Xfinity TV Partner Program provides a common framework to which smart TV, TV-connected and IP-enabled retail device manufacturers can build to make the Xfinity TV Partner app available to eligible customers in Comcast markets without the need to lease a set-top box from Comcast.

As a result of Comcast's new partnership with Samsung Electronics Co, Ltd., the first smart TV manufacturer to sign up for the program, Comcast customers will soon be able to access their Xfinity TV cable service in the home via the Xfinity TV Partner app on 2016 Samsung Smart TVs.

"Comcast has long partnered with Samsung to bring our customers advanced, high-quality entertainment viewing experiences, and we are thrilled to have them on board to help launch this exciting program," said Mark Hess, Senior Vice President, Office of the Chief Technology Officer, Business and Industry Affairs, Comcast Cable. "We remain committed to giving our customers more choice in how, when and where they access their subscription, and the Xfinity TV Partner Program enables us to efficiently and effectively expand the range of devices our customers can utilize to do that."

Available later this year, the Xfinity TV Partner app will provide Samsung Smart TV customers with access to Xfinity's Emmy Award-winning guide and live and on demand programming, including local broadcast, cable and Public, Educational and Governmental (PEG) channels, as well as their cloud DVR recordings.

"Samsung is excited to collaborate with Comcast in new and innovative ways to deliver content into the homes of our customers," said Won Jin Lee, Executive Vice President, Samsung Electronics. "Samsung is focused on delivering the highest quality experience to our consumers while providing them with a variety of choices to access their favorite content. This year, with our new Smart TV interface, it's easier than ever for Comcast subscribers to find and enjoy their favorite TV shows, movies and on demand services."

The new Xfinity TV Partner app is not an over-the-top product or Internet streaming service. It will enable Xfinity TV customers to receive their Xfinity TV cable service on connected TVs and other IP-enabled third-party devices. Partners who are interested in including the new app on their devices should visit <https://developer.xfinity.com/cableapp> or contact Comcast directly via email at partner@comcast.com.

About Comcast Cable

Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has

invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. Visit www.comcastcorporation.com for more information.

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PRESS RELEASE

Comcast
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COMCAST AND ROKU BRING XFINITY TV PARTNER APP TO ROKU TVS AND ROKU STREAMING PLAYERS

Customers Will Soon Be Able to Access Comcast's Cable Service on Roku Devices

App Will Feature Xfinity's Emmy Award-Winning Guide, Live and On Demand Programming from Broadcast, Cable and Premium Networks, as well as Cloud DVR Recordings

PHILADELPHIA, PA – April 20, 2016 – Comcast today announced a partnership with Roku Inc. that will continue to expand the range of retail devices Comcast's customers can use to access their Xfinity TV service. Later this year, Xfinity TV customers will be able to enjoy their cable subscription in the home via the new Xfinity TV Partner app designed specifically for Roku® TV™s and Roku streaming players.

"Roku is one of the largest providers of streaming TV devices and an innovative pioneer in the space, and we are thrilled to provide Xfinity TV customers with access to their subscription across Roku devices," said Mark Hess, Senior Vice President, Office of the Chief Technology Officer, Business and Industry Affairs, Comcast Cable. "We want to give our customers the ability to watch what they want, when and where they want, and we will continue to explore new partnerships to bring Xfinity TV content and user experience to even more retail devices."

Featuring Xfinity's Emmy Award-winning guide, the Xfinity TV Partner app for Roku devices will provide customers with access to their live and on demand programming, including local broadcast, cable and premium networks, Public, Educational and Governmental (PEG) channels, as well as their cloud DVR recordings.

"Roku customers enjoy the ability to access their pay TV subscription using their Roku player or Roku TV without the need to lease a set-top box. These types of channels are very popular on Roku and offer a lot of convenience to our customers," said Steve Shannon, GM of Content at Roku. "Comcast is one of the most popular pay TV operators in the U.S. and since many Roku customers are also Xfinity subscribers we believe the new Xfinity channel will be very popular when it launches this fall."

In addition to the new Xfinity TV Partner app for Roku, Comcast recently launched its broader Xfinity TV Partner Program which enables Xfinity TV customers to receive their Xfinity TV cable service on connected TVs and other IP-enabled third-party devices. Partners who are interested in including the new Xfinity TV Partner app on their devices should visit <https://developer.xfinity.com/cableapp> or contact Comcast directly via email at partner@comcast.com.

About Comcast Cable

Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. Visit www.comcastcorporation.com for more information.

About Roku Inc.

Roku is the creator of a popular streaming platform for delivering entertainment to the TV. Roku streaming players and the Roku Streaming Stick are sold through major retailers in North America and Europe. Roku licenses a reference design and its operating system to TV manufacturers to create co-branded Roku TV models. Under the Roku Powered™ program, Roku licenses its streaming platform to pay TV operators around the world who want to use the Internet to deliver entertainment services through streaming players. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Los Gatos, Calif., U.S.

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Roku

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Apr 20, 2016

Comcast Seeks TV and Other Consumer Electronics Partners to Bring Xfinity TV Cable Service to More Retail Devices

By [Mark Hess](#), Senior Vice President, Office of the Chief Technology Officer, Business and Industry Affairs, Comcast Cable in [TV](#)

Our customers should be able to access their Xfinity TV cable service wherever they want, whenever they want, on whatever device they want. We've developed apps that give customers the ability to watch thousands of shows and movies at home or on the go, and these apps have already been downloaded more than 23 million times [to a number of retail devices](#). Now, we are working with consumer electronics device manufacturers on a new program that will bring these great experiences to more devices including smart TVs.

Today, we are launching the [Xfinity TV Partner Program](#). Through this new program, we will expand the range of retail devices our customers can use to access Xfinity TV cable service without the need to lease a set-top box. By leveraging the open HTML5 standard that has been widely adopted across [the industry](#), we are providing a common framework to make it easy for TV and other device manufacturers to bring our Xfinity TV Partner App to customers on their devices.

This app will provide access to our Xfinity TV cable service, including the Emmy-Award winning Xfinity TV guide, live and on demand programming and cloud DVR recordings, and will be available on partners' smart TVs, TV-connected devices, and other IP-enabled video devices. Importantly, the app will also ensure that our service is delivered in a secure and trusted environment that satisfies programmer agreements and complies with all regulatory requirements, including privacy protections, delivery of Emergency Alert System (EAS) messages, and closed captioning, video description, and other accessibility features. We are already working with launch partner Samsung Electronics to [implement this app on its Smart TVs](#), and we look forward to working with other companies as well.

As part of the Xfinity TV Partner Program, Comcast is prepared to provide consumers with a capability to search through Comcast's video assets from a device's user interface with playback of a selected asset via the Xfinity TV Partner app. However, in order to provide a cohesive customer experience, such integrated search needs to include more than just this app; it must also include similar data from other video apps as well.

The Xfinity TV Partner App can be easily implemented by any company whose consumer electronics device supports HTML5 and other compatibility requirements. While many TV and other device manufacturers already support HTML5, for those that do not, we're open to working together to explore customized versions of the app for their platforms as well. We have

already developed award-winning app experiences on iOS and Android devices, and today we also announced a [partner app agreement with Roku](#). This customized app will enable our customers to access their Xfinity TV cable service on their TVs via a Roku streaming player or directly on a Roku TV.

As I mentioned and want to underscore, Comcast Xfinity TV apps have already been downloaded 23 million times to a variety of retail devices, showing the popularity and convenience of watching TV in or out of the home. The FCC's technical advisory committee [also recently highlighted](#) that video apps are rapidly proliferating due to consumer demand. In light of the success of the apps-based model in the marketplace, the far-reaching government technical mandate being currently [proposed by the FCC is unnecessary](#). The FCC's proposed set-top box mandate threatens to undermine this highly-dynamic marketplace, create substantial costs and consumer harms, and will take years to develop -- only to be likely outdated by the time it reaches the marketplace -- all in an effort to achieve what apps are already delivering for consumers.

We look forward to continuing to work with partners across the industry on the Xfinity TV Partner Program and to provide our customers with even more choice in where and how they access and enjoy the Xfinity TV experience. Consumer electronics manufacturers seeking more information about this program and how we can work together to implement this new app on your TVs or other devices should visit <https://developer.xfinity.com/cableapp> or contact Comcast directly via email at partner@comcast.com.