



Comcast Corporation  
2001 Pennsylvania Ave., NW  
Suite 500  
Washington, DC 20006  
202.379.7100 Tel  
202.466.7718 Fax  
www.comcast.com

April 16, 2008

**VIA ECFS**

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

**Re: In the Matter of Broadband Industry Practices, WC Docket No. 07-52;  
*Ex Parte Communication***

Dear Ms. Dortch:

As reflected in the attached document, which has been shared with the Commissioners, Comcast's ongoing collaboration with Pando Networks now includes plans to lead an industry-wide effort to develop a "P2P Bill of Rights and Responsibilities." In this and other ways, Comcast will continue to deliver on its commitment to work cooperatively with other participants in the Internet marketplace for the benefit of consumers.

If you have any questions, please feel free to call me.

Sincerely,

*/s/ Kathryn A. Zachem*  
Kathryn A. Zachem  
Vice President, Federal Regulatory  
Comcast Corporation

cc: Mr. Scott Bergmann  
Mr. Scott M. Deutchman  
Mr. Ian Dillner  
Mr. John W. Hunter  
Mr. Chris Moore



## PRESS RELEASE

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

***For Immediate Release***

### **Comcast and Pando Networks To Lead Creation of “P2P Bill of Rights and Responsibilities” for Peer-to-Peer Users and Internet Service Providers**

*Companies also announce plans to test Pando Network Aware™ P2P technology on Comcast's network to identify faster and more efficient ways to deliver legal P2P content*

**Philadelphia, PA and New York, NY – April 15, 2008** – Comcast Corporation and Pando Networks, Inc. announced today they will lead an industry-wide effort to create a “P2P Bill of Rights and Responsibilities” (BRR) for peer-to-peer (P2P) users and Internet Service Providers (ISPs). The two companies plan to collaborate and engage with industry experts, other ISPs and P2P companies, content providers and others to set a framework for the BRR that can serve as a best practice. The purpose would be to clarify what choices and controls consumers should have when using P2P applications as well as what processes and practices ISPs should use to manage P2P applications running on their networks. For example, P2P users should have the right to control their computers' resources when using P2P applications.

In addition, Comcast and Pando plan to conduct a test of Pando Network Aware™ P2P technology on Comcast's fiber-optic network. The purpose of the test will be to capture and analyze the data flow associated with downloading a file using Pando's P2P application. These tests, along with tests Pando will conduct on a variety of other ISP networks, including cable, DSL, fiber and wireless, will measure things like performance, speed, distance and geography as well as the bandwidth consumption impact to the ISP. Comcast, Pando and the P4P Working Group plan to publish the results of these tests so other ISPs can benefit from understanding how P2P applications might be optimized for traveling over different types of networks in different environments and geographies.

Today's announcement builds on Comcast's March 27<sup>th</sup> announcement to collaborate with BitTorrent and the broader Internet and ISP community to more effectively address issues associated with rich media content and network capacity management. It also builds on Pando's recent announcements of its P4P test results which demonstrated Pando's ability to reduce network congestion and speed content delivery by routing P2P traffic more effectively across cable, DSL, and fiber broadband networks.

The Pando test will provide additional data to help Comcast migrate to a protocol-agnostic network management technique by the end of this year. The arrangement is yet another example of how these technical issues can be worked out through private business discussions and without the need for government intervention.

“Working together, Comcast and Pando can help lead the discussion about what consumers should expect in terms of a ‘P2P Bill of Rights and Responsibilities’ for P2P users and ISPs,” said Tony Werner, Comcast Cable's Chief Technology Officer. “Doing so is in the best interest of everyone involved – ISPs, P2P companies and consumers. We hope to get other industry experts, ISPs and P2P companies together this spring and publish the ‘P2P Bill of Rights and Responsibilities’ later this year. By having this framework in place, we will help P2P companies, ISPs and content owners find common ground to support consumers who want to use P2P applications to deliver legal content.”

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“At Pando, we have always believed that good P2P applications give users control. Now we are committing to lead the industry in codifying that,” said Robert Levitan, CEO of Pando Networks. In addition, we need more data and analysis of how P2P applications deliver content over a variety of different networks. By sharing the test methodology and results, all P2P companies and ISPs can learn how to more efficiently deliver legal content. This will ultimately benefit consumers who are relying on P2P programs as well as content providers who are interested in delivering their content to consumers where and how they want it.”

### **Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of entertainment, information and communications products and services. With 24.1 million cable customers, 13.2 million high-speed Internet customers, and 4.6 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten Comcast SportsNet networks and Comcast Interactive Media, which develops and operates Comcast's Internet business. Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

### **About Pando Networks Inc.**

Pando Networks ([www.pandonetworks.com](http://www.pandonetworks.com)) is the leading provider of managed P2P content delivery services. Pando technology combines the reliability and control of CDNs with the scale and cost efficiencies of P2P protocols. Pando co-chairs with Verizon the P4P Working Group that is developing methods to enable ISPs and P2P service providers to route data more efficiently. Pando is funded by Intel Capital, BRM Capital and Wheatley Partners. Pando has received numerous industry awards including: AlwaysOn 100 Top Private Company, TechCrunch Connected Innovator, C/net Webware 100 and Web Video Summit 2007 Hottest Products of the Year.

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### **Media Contacts:**

#### **Comcast**

Charlie Douglas  
(215) 286-3353  
[charlie\\_douglas@comcast.com](mailto:charlie_douglas@comcast.com)

#### **Pando**

David Buckland  
(212) 343-8800  
[press@pandonetworks.com](mailto:press@pandonetworks.com)