



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

March 4, 2011

**VIA ELECTRONIC FILING**

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

**Re: CG Docket No. 09-158**

Dear Ms. Dortch:

On March 3, 2011, Jeffrey Smith of Comcast Cable Communications, LLC and the undersigned of Comcast Corporation met with Joel Gurin, William Freedman, John B. Adams, Arthur Scrutchins, Kurt Schroeder, Nancy Stevenson, Lynn Ratnavale, and Rebecca Hersilj of the Consumer and Governmental Affairs Bureau; Katie Costello of the Media Bureau; William Kehoe of the Wireline Competition Bureau; and Nicole McGinnis of the Wireless Telecommunications Bureau.

During the meeting, we discussed issues related to Comcast's filings in the above-referenced pending Commission proceeding on consumer information and disclosure practices. In particular, we focused on marketing and advertising policies, point of sale disclosures, and billing practices.

We explained that Comcast shares the Commission's goal of ensuring that customers receive clear, accurate, and usable information about our services and that Comcast has strong incentives to provide such information to its customers at all stages of the customer relationship. We noted that the communications marketplace is fiercely competitive and that, if customers are unhappy with Comcast's services or information disclosure practices, they will not subscribe to Comcast or will change service providers.

On the issue of marketing and advertising, we discussed how Comcast's advertisements disclose all material terms of an offer. Comcast designs its advertisements to describe the information that is most relevant and of interest to consumers, which typically includes pricing information, main service features, and key terms like the duration of any promotional offer.

In addition, we discussed our point-of-sale disclosures, which include the monthly cost of the service ordered, applicable fees, options for purchasing or leasing equipment, the duration of

promotional rates, and the expected monthly fee once the promotion is over, among other things. Comcast also explains to customers who purchase a bundle of services that their monthly fees will change if they “break” the bundle by dropping one of the services in the bundle. We discussed that Comcast does not require a contract to purchase Comcast services and that a customer can cancel service at any time without penalty. With respect to our online ordering process, we explained that prior to completing an order online, customers are presented with a complete summary of their order and even have the option of chatting with a customer service representative if they have any questions about their order.

We also discussed Comcast’s Customer Guarantee – a 30-day, money-back guarantee on all of our services if a new customer is not satisfied or wishes to cancel service for any reason. We explained that the customer is reimbursed all recurring fees paid during the 30-day period with no penalties of any kind for cancellation.

We also explained that Comcast recently redesigned its bill to make it more user-friendly and to address prior sources of consumer confusion regarding treatment of pro-rated charges, promotional prices, and bundled services.<sup>1</sup> Comcast’s redesigned bills provide consumers with the information that is most important to them in a customer-tested, easy-to-read, and easy-to-follow format. In particular, we explained that the redesigned bill provides notice to a customer when any promotional rate is about to end.<sup>2</sup>

We discussed the manner in which we advertise and market our High-Speed Internet service, as well as the availability of a speed test on our website. We also discussed the availability of parental controls for our video service, which give parents effective tools to limit their children’s viewing in numerous ways, at no additional cost. We explained that Comcast does not block access to websites for customers of our High-Speed Internet service and that a full description of our network management practices and terms of service is available on our website.

Finally, we highlighted that Comcast has invested in extensive customer outreach initiatives, such as surveys and focus groups, which allow Comcast to communicate directly with, and receive feedback from, more than one million of our customers each year. This feedback is used to improve the customer experience for the over 300 million customer interactions that Comcast has each year.

Please let me know if you have any questions.

---

<sup>1</sup> See Attachment 1 for a sample of Comcast’s redesigned bill.

<sup>2</sup> See Attachment 2 for an example of a bill for a customer whose promotional pricing period is about to expire.

Ms. Marlene H. Dortch

March 4, 2011

Page 3

Sincerely,

*/s/ Mary McManus*

Mary McManus

cc: Joel Gurin  
John B. Adams  
Katie Costello  
William Freedman  
Rebecca Hersilj  
William Kehoe  
Nicole McGinnis  
Lynn Ratnavale  
Kurt Schroeder  
Arthur Scrutchins  
Nancy Stevenson

# ATTACHMENT 1

# Go green.

**Ecobill™** You can also choose to go paperless with Comcast's Ecobill™ process —freeing you up from the clutter of another bill in your mailbox. Simply go to [www.comcast.com/ecobill](http://www.comcast.com/ecobill) and sign up. With just a few clicks of your mouse you can start receiving the exact replica of your paper statement online. **Saving the environment has never been so easy.**

**We're here to help!** To learn more about your Comcast service or any of our additional services, visit us online at [comcast.com/welcome](http://comcast.com/welcome) for 24/7 online support, or give us a call at **1-800-COMCAST**.

Not all products available in all areas. Contact us for availability. ©2008 Comcast.

X25400

**Comcast Digital Voice®** Unlimited local and long-distance calling, 12 calling features plus voice mail — all for one low price.



**Comcast Digital Cable** Movies, kids' shows and more — ready when you are with ON DEMAND.



**Comcast High-Speed Internet** Visit comcast.net to access broadband features, including music, games and video clips.



# Making life a little less complicated!

Your Comcast bill just got a whole lot friendlier.

**Comcast**

# The new simpler, clearer and friendlier bill.

We know it takes more than great products and entertainment to deliver a great customer experience. With larger type size and the right level of detail, we redesigned our bill to make it easier for you to quickly find the important information you need. This Quick Reference Guide explains the key areas of your new monthly bill, so you can get back to the entertainment you love.

If you have any questions, visit [comcast.com/welcome](http://comcast.com/welcome) for 24/7 online support or give us a call at **1-800-COMCAST**.

## Features to note:

- “One-Stop Shop” Box:** The first place to go to get important information like your account number, amount due and due date.
- Contact Us:** Chat and e-mail support are available 24/7.
- Monthly Statement Summary:** Your payments and new charges.
- New Charges Summary:** A breakdown of your new charges for the current billing period.
- News From Comcast:** Look here for important information about your account, products and services.
- Savings info:** If you're taking advantage of our promotions or discounts, we'll show you how much you're saving.
- Payment coupon:** Simply tear it off and mail it in with your check or money order. Better yet, go to Comcast.com and sign up for automatic payments with Comcast PayDirect!
- Service Details:** Details of all new charges for the current billing period.
- Partial Month Charges & Credits:** If you add, change or remove a service during your billing cycle, any partial month charges or credits are here, along with a brief description of what changed.

**1** Account Number 9999 11 222 0000002  
 Billing Date 05/15/08  
 Total Amount Due \$149.04  
 Payment Due by 05/08/08  
 Page 1 of 2

**2** Contact us: [www.comcast.com](http://www.comcast.com) 1-800-COMCAST

**3** **Monthly Statement Summary**

Previous Balance	129.04
Payment—\$5/05/08—thank you	-129.04
New Charges—see below	149.04
<b>Total Amount Due</b>	<b>\$149.04</b>
Payment Due by	05/08/08

**4** **New Charges Summary**

Comcast Bundle Services	113.09
Additional Cable Television Services	11.95
Additional High-Speed Internet Services	3.00
Additional Comcast Digital Voice® Services	4.01
Partial Month Charges & Credits Effective 05/08/08, you made a change to your account. See the following pages for more details. Taxes, Surcharges & Fees	5.04
<b>Total New Charges</b>	<b>\$149.04</b>

**5** **News from Comcast**

Thanks for choosing the Comcast Triple Play—Digital Cable, Comcast High-Speed Internet and Comcast Digital Voice®—three great products at one great price!

Please: Do you know you have options to help determine which programming is appropriate for your family? Visit [www.comcast.com/parentalcontrols](http://www.comcast.com/parentalcontrols) to learn more about parental control features that are available as part of your Comcast cable service.

**6** You saved \$57.06 this month with your Comcast services!

**7** Detach and enclose this coupon with your payment. If less, write your account number on your check or money order. Do not send cash.

**Comcast**  
 MAIL TO: MAILING ADDRESS ON STATEMENT

Account Number 9999 11 222 0000002  
 Payment Due by 05/08/08  
 Total Amount Due \$149.04

Amount Enclosed \$ \_\_\_\_\_  
 Make check payable to Comcast  
 COMCAST  
 PO BOX 24764  
 SEASIDE, CA 92084-1344

**8** **Service Details**

Contact us: [www.comcast.com](http://www.comcast.com) 1-800-COMCAST

**9** **Comcast Bundle Services**

Preferred Triple Play 05/01 - 05/01	113.09
Includes Digital Preferred with ON DEMAND, Performance High-Speed Internet and Digital Voice Unlimited.	
<b>Total Comcast Bundle Services</b>	<b>\$113.09</b>

**Additional Cable Television Services**

DVR Service 05/01 - 05/01	11.95
<b>Total Additional Cable Television Services</b>	<b>\$11.95</b>

**Additional High-Speed Internet Services**

Internet/Voice Equipment 05/01 - 05/01	3.00
<b>Total Additional High-Speed Internet Services</b>	<b>\$3.00</b>

**Additional Comcast Digital Voice® Services**

For Telephony(1) (120) 4/04/08	4.01
Universal Connectivity Charge - Recurring	1.00
Regulatory Recovery Fee - Recurring	3.00
The Regulatory Recovery Fee is not a tax or government-mandated charge. It helps regulate utility costs such as state or federal services, info services, 911 and state/local 911 fees. View Voice Detail at <a href="http://www.comcast.com/voice">www.comcast.com/voice</a> .	
<b>Total Additional Comcast Digital Voice Services</b>	<b>\$4.01</b>

**Partial Month Charges & Credits**

Because we had already billed you when you made the latest change(s) to your account, we have adjusted this statement. Listed in this section are credits and/or charges for the change(s) you requested.

Effective 05/08/08, you added DVR Service at \$11.95 per month.

Adjustments for service added 05/08/08  
 DVR Service 05/05 - 05/01 0.00  
 24 days @ \$0.365/day based on a month's rate of \$11.95

**Total Partial Month Charges & Credits** \$5.04

**Taxes, Surcharges & Fees**

Cable Television	
Franchise Fee	3.38
PEG Access Fee	1.00
FCC Regulatory Fee	.26
Digital Voice	
911 Fee	1.50
<b>Total Taxes, Surcharges &amp; Fees</b>	<b>\$6.14</b>

**Lobby Locations:**

**Indianapolis**  
 15115 DE McClellan Blvd  
 Indianapolis, IN 46227  
 Mon - Fri 9am - 6pm, Sat 11am - 4pm

**Purdum**  
 3575 NE Sandy Blvd  
 Portland, OR 97217  
 Mon - Fri 9am - 6pm, Sat 9am - 4pm

**Roseville**  
 9825 39th Medical Ave  
 Roseville, CA 95758  
 Mon - Fri 9am - 6pm, Sat 9am - 4pm

**Your Franchise Authority is**  
 Community Services Director  
 City of Indianapolis  
 11022 St. Merit St.  
 Indianapolis, IN 46222  
 (317) 784-7500

# ATTACHMENT 2



Account Number [REDACTED]  
 Billing Date 08/20/09  
 Unpaid Balance **\$140.27 - Due Now**  
 New Charges \$143.27 - Due 10/04/09  
 Total Amount Due \$283.54  
 Page 1 of 4

Contact us: @ www.comcast.com ☎ 1-800-COMCAST (1-800-266-2278)

[REDACTED]

For service at:  
 [REDACTED]

### News from Comcast

Have you forgotten your payment? We had not received it as of the date this statement was printed. If payment has already been made, thank you.

Effective 10/1/09, MyNetworkTV will be available on Ch 292. Enjoy WWE SmackDown, the Twilight Zone, and Masters of Illusion. A subscription to basic service and a digital cable box, cableCARD, or digital QAM tuner television will be required to view channel.

Correction: Please be advised that the Important Information notice received with your Sept. bill should have indicated that the following broadcast channels can not be viewed without a compatible set-top converter from Comcast: WGBX World, WGBH World, WGBX Create, WGBH Create, GBX Kids, GBH Kids, WSBE, WSBE Learn and Retro TV Network.

Parents: Do you know you have options to help determine which programming is appropriate for your family? Visit comcast.com, click on Customers then Parental Controls, to learn more about the types of parental control features available as part of your cable service.

### Monthly Statement Summary

Previous Balance	280.31
1-Time EFT Payment - 08/21/09	-140.04
<b>Unpaid Balance - Due Now</b>	<b>140.27</b>
New Charges - Due by 10/04/09	143.27
<i>See below for more information</i>	
<b>Total Amount Due</b>	<b>\$283.54</b>

### New Charges Summary

Comcast Bundled Services	129.99
Comcast Cable Television	0.43
Comcast High-Speed Internet	0.00
Comcast Digital Voice	8.44
Taxes, Surcharges & Fees	4.41
<b>Total New Charges</b>	<b>\$143.27</b>



**You Saved \$68.25 This Month With Your Comcast Services!**

Detach and enclose this coupon with your payment. Please write your account number on your check or money order. Do not send cash.



BOX 5905 CHELMSFORD MA 01824-0000  
 5775 1000 NO RP 20 06212009 YNNNNY 01 031385

[REDACTED]



[REDACTED]

Account Number	[REDACTED]
<u>Payment Due By</u>	<u>Due Now</u>
<b>Total Amount Due</b>	<b>\$283.54</b>
<b>Amount Enclosed</b>	<b>\$ _____</b>

Make checks payable to Comcast

COMCAST  
 PO BOX 1577  
 NEWARK NJ 07101-1577





### Service Details

<b>Account Number</b>	[REDACTED]
Billing Date	09/20/09
<b>Unpaid Balance</b>	<b>\$140.27 - Due Now</b>
New Charges	\$143.27 - Due 10/04/09
Total Amount Due	\$283.54
	Page 2 of 4

Contact us: @ [www.comcast.com](http://www.comcast.com) ☎ 1-800-COMCAST (1-800-266-2278)



#### Comcast Bundled Services

Dig/cable/internet Phone 09/28 - 10/27 129.99

Special 12 Month Promotion Includes:  
Comcast Digital Starter - Digital Classic,  
Preferred, Music Choice, HBO, HBO Plex,  
STARZ!, STARZ! Plex, Interactive Program  
Guide, Comcast High-Speed Internet,  
Comcast Digital Voice - Unlimited Local/ Ld  
Calling

As a friendly reminder, your promotion is  
scheduled to expire next month. Feel free to call  
1-800-COMCAST and explore other options, or  
take no action and continue to enjoy your existing  
services without interruption at standard retail  
prices. Thank you for choosing Comcast.

**Total Comcast Bundled Services \$129.99**



#### Comcast Cable Television

Franchise Related Cost 09/28 - 10/27 0.43

(Cost Associated With Local Access  
Programming, Facilities, Equipment Or Other  
Related License Requirements)

**Total Comcast Cable Television \$0.43**



#### Comcast High-Speed Internet

Owned Internet Modem 09/28 - 10/27 0.00

**Total Comcast High-Speed Internet \$0.00**



#### Comcast Digital Voice

For Telephone Number(s): [REDACTED]

Voice/data Equipment 09/28 - 10/27 3.00

Domestic Calls 0.00

Operator Svcs/ Dir Asst. 4.50

Univ. Connectivity Chg. - Recurring 0.94

View Voice Detail at [www.comcast.com/viewbill](http://www.comcast.com/viewbill)

**Total Comcast Digital Voice \$8.44**



#### Taxes, Surcharges & Fees

##### Cable Television

State Sales Tax 0.02

Access Fee 2.32

FCC Fee 0.07

Franchise Fee 0.16

##### Digital Voice

911 Fee(s) 0.75

State Sales 1.09

Per-call Taxes 0.00

**Total Taxes, Surcharges & Fees \$4.41**

Hearing/Speech Impaired Call 711 for Customer Service  
Moving? Call 1-800-COMCAST



The Comcast Service Centers for your area are  
listed below: Taunton - 45 Main St, M-F 8:00-5:00,  
S 8:00-12:00. Easton - 15 Plymouth Dr, Unit A, M-F 8:30-  
5:00, S 9:00-12:00. Attleboro - 19 Park St., M-F 9:00-  
5:00, S 9:00-2:00.



Service Details, cont.

Contact us: @ [www.comcast.com](http://www.comcast.com) ☎ 1-800-COMCAST (1-800-266-2278)

Account Number	████████████████████
Billing Date	08/20/09
Unpaid Balance	<b>\$140.27 - Due Now</b>
New Charges	\$143.27 - Due 10/04/09
Total Amount Due	\$283.54
	Page 3 of 4

**Important Account Information**

Questions about your bill or service?  
Call Comcast at 1-888-633-4266 24 hours a day, 7 days a week with any question about your bill or problems with your Cable Television service. Billing disputes must be received within six (6) months from the due date of this bill. After you have contacted us, if you are not fully satisfied with our resolution of a problem with your Cable Television service or, if you have a complaint regarding our Cable Television rates, you may contact the MA Department of Telecommunications and Cable - Consumer Division, 2 South Station, 4th Fl., Boston, MA, 02110. 1-617-305-3531 or Toll Free 1-800-392-6066 or Email to [consumer.complaints@state.ma.us](mailto:consumer.complaints@state.ma.us) The local Franchise Authority for Cable Television service is the MA Department of Telecommunications and Cable, at the above address. The FCC ID for your town is: MA0144.

