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October 5, 2011

VIA ECFS

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

Re: MB Docket 10-91, CS Docket 97-80

Dear Ms. Dortch:

I am pleased to inform the Commission of an announcement today by Comcast and Microsoft that Xfinity TV customers soon will have the option of enjoying Xfinity On Demand – Comcast’s cable video-on-demand (“VOD”) programming – on the Xbox 360. A copy of the announcement is attached.

Comcast is committed to providing content to consumers where and when they want it, on all possible devices, and for those devices to be innovative platforms for new applications. The offering of Xfinity On Demand through the Xbox 360 provides yet more evidence that consumers can increasingly buy devices of their choosing at retail in order to access video content from a variety of sources, including video content from their multichannel video provider. These expanding device options are fulfilling the Commission’s and Congress’s video device goals in the absence of government mandates.

With the new Xfinity TV Xbox experience, which will be available early next year, Comcast cable customers will be able to watch thousands of TV shows and movies available through Xfinity On Demand right from the Xbox without any other equipment connected to their TV. We will offer our customers a unique and innovative way to discover, control, and experience Xfinity On Demand using Xbox 360 features like Kinect’s voice and gesture controls. In addition, customers will be able to use the Xbox’s global search feature to search across content from Xfinity On Demand and a number of other Xbox partners. And because Xfinity TV’s Xbox experience is built on a private IP cable platform, we can deliver a more personal and integrated experience to our customers.

Comcast’s partnership with Microsoft is a continuation of our strategy to bring the Xfinity TV experience to new device platforms. We are using IP and cloud-based technology to

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give our customers more ways to search, find, and watch content in more places and on more devices. To cite just a few examples of the rapid innovation that Comcast is bringing to the video device marketplace:

- We will soon launch a trial to deliver private IP-based cable services to PCs and Macs.
- We are working with Samsung to deliver Xfinity On Demand to smart TVs via a software app inside the TV, and we are working with other device manufacturers to offer similar services on a broad range of IP-enabled devices over time.
- We are delivering our Xfinity TV Online service to PCs, tablets, and other Internet-connected devices.
- We are trialing our next generation Xfinity TV experience in Augusta, Georgia. This features a new cloud-based interface that delivers a wide range of video programming and other programming services, including selected enhanced-for-TV weather and traffic applications and social networking features.
- We are working with TiVo on a solution to deliver Xfinity On Demand to TiVo CableCARD devices. We are aiming to start trialing the service later this year.
- We demonstrated a device called AnyPlay at the 2011 Cable Show that will enable subscribers to access our cable services on IP devices connected to the home network without the need for additional set-top boxes. AnyPlay will be launched in certain markets this Fall. It will work initially with the iPad and Motorola's Xoom tablet and with other IP devices in the home network over time.

These developments, and numerous others that have been documented by NCTA in its filings in these dockets over the last several months, underscore the rapid and accelerating pace of innovation and technological change that is occurring in the device marketplace today. Comcast, consumer electronics companies, and others are making major investments to meet rapidly evolving consumer demand with rapidly changing technological tools. Raising the specter of AllVid mandates in this dynamic marketplace will chill investment and derail the very innovation that the Commission is seeking to encourage.

Sincerely,

/s/ Kathryn A. Zachem

Kathryn A. Zachem

Senior Vice President

Regulatory and State Legislative Affairs

Comcast Corporation

Attachment

**For Release 9 a.m. PDT
Oct. 5, 2011**

Xbox 360 Teams Up With Entertainment Leaders to Transform TV

AT&T, BBC, Comcast, HBO, Rogers, Telefónica, Televisa and Verizon are among providers rolling out new TV entertainment services on Xbox LIVE.

REDMOND, Wash. — Oct. 5, 2011 — A new era in television begins this holiday where your entertainment becomes instantly searchable, easily discoverable and enjoyable in extraordinary new ways from a single device — Xbox 360. Today, Microsoft Corp. announced plans to roll out the next generation of TV entertainment on Xbox LIVE, the online entertainment service for Xbox 360. Nearly 40 world-leading TV and entertainment providers, including Bravo, Comcast, HBO GO, Verizon FiOS and Syfy in the U.S.; BBC in the U.K., Telefónica in Spain; Rogers On Demand in Canada; Televisa in Mexico; ZDF in Germany; and MediaSet in Italy, will begin rolling out entertainment services to the console this holiday, in more than 20 countries.

“Today’s announcement is a major step toward realizing our vision to bring you all the entertainment you want, shared with the people you care about, made easy,” said Don Mattrick, president of the Interactive Entertainment Business at Microsoft. “Combining the world’s leading TV and entertainment providers with the power of Kinect for Xbox 360* and the intelligence of Bing voice search will make TV and entertainment more personal, social and effortless.”

“We are continually evolving the television experience to bring Xfinity TV subscribers more personalized ways to search, find and watch the content they love,” said Sam Schwartz,

president of Comcast Converged Products. “Our recently launched next-generation Xfinity TV platform is enabling us to bring Xfinity On Demand to a gaming console for the first time, and Kinect’s voice and gesture controls will offer our customers an innovative way to discover and enjoy Xfinity On Demand’s huge library of top shows and movies.”

Live and On-Demand TV, Movies, Games, Sports, Music and More

Xbox 360 brings all your entertainment, friends and family together in one place. Now, easily switch from playing your favorite game with a friend out of state or even across the world to watching your favorite TV show with your family members on the same couch, all through Xbox LIVE. Ready to mix things up? Effortlessly switch from games to music to live TV and more, simply by telling your Xbox what you want to experience.

“Microsoft and Verizon share a common vision to transform the ways people enjoy and interact with the entertainment they want — what Verizon calls the borderless lifestyle,” said Eric Bruno, vice president of consumer and mass business product management for Verizon. “FiOS TV on the Xbox 360 is an excellent example of how we’re working with market leaders to erase old technology borders to expand the FiOS TV experience and taking advantage of unique new features including voice- and gesture-control of live TV entertainment via Kinect. This holiday, Verizon will bring a selection of popular live TV channels to Xbox 360 and will be a leader in delivering live, multichannel streaming HD TV, integrated with Kinect, via the Xbox.”

Xbox 360 is the first console to offer access to the world’s greatest TV properties, including BBC, Channel 4, Channel 5 and LOVEFiLM in the U.K.; Antena 3, RTVE and Telefónica in Spain; Televisa in Mexico; and Bravo, Comcast’s Xfinity On Demand service,

Crackle, EPIX, Syfy, TMZ, "The Today Show," UFC, Verizon FiOS and HBO GO in the United States.

"We have been thrilled with the success of HBO GO. Our ongoing goal is to deliver HBO's acclaimed programming to our subscribers wherever and whenever they want it, and this relationship with Microsoft is another huge step in accomplishing just that," said Bernadette Aulestia, senior vice president, Domestic Network Distribution & Marketing, HBO. "HBO GO on Xbox is also a marriage of two pre-eminent brands — both with a reputation for delivering the highest quality of entertainment."

These new TV and video providers announced today join our existing lineup of great TV and video entertainment partners already on Xbox 360 — AT&T, Netflix and Hulu+ in the U.S., TELUS in Canada, BSkyB in the U.K., Canal+ in France, Vodafone Portugal, VimpelCom in Russia, and FOXTEL in Australia.

"Nearly a year ago, AT&T U-verse became the first TV provider in the U.S. to launch live TV on Xbox 360. Now we look forward to working with Microsoft to deliver even more innovative features that will allow U-verse TV customers to use voice and gesture controls to manage their TV experience," said Jeff Weber, vice president of video services, AT&T Mobility and Consumer Markets. "Through our Microsoft partnership, AT&T U-verse TV has been a leader in delivering a multi-screen and interactive TV experience that offers customers more personalization, more control and more integration across devices, all on the industry's only 100 percent IPTV platform."

Sports aren't just a game on Xbox 360. With live and on-demand content from ESPN in the U.S., UFC in the U.S. and Canada, GolTV in Spain and Maple Leaf Sports & Entertainment/Real Sports in Canada, Xbox 360 completely changes how sports fans experience

and interact with their favorite pastimes. The all-new ESPN on Xbox LIVE features thousands of live events and video highlights with enhanced personalization features, split-screen viewing and an updated interface content guide that makes it easy for fans to find the highlights from the teams and sports they care most about. UFC on Xbox LIVE gives fans access to live pre-event videos, a catalog of on-demand video, an Interactive Fight Card and pay-per-view events in stunning HD all together in one place. The energy of the Octagon is coming right into the living room.

In addition to adding the world's largest TV providers and the best names in sports, the biggest names in Web video, news and music are also coming to Xbox 360, including AlloCiné, Dailymotion, iHeartRadio, MSN with MSNBC.com, "The Today Show," TMZ, VEVO and YouTube. Whether catching up on the Web's latest viral videos, watching breaking news, sports and weather, listening to your favorite music, or sitting down to enjoy your favorite games, movies or TV shows — no other entertainment device brings it all together in one place like Xbox 360.

Xbox Entertainment — Personal, Effortless, Social

With Kinect for Xbox 360, there are no remotes, no buttons, no worries. Consumers will prefer to experience entertainment on Xbox 360 because it allows them to easily search and discover content across multiple entertainment providers within Xbox LIVE and interact and enjoy that content in extraordinary new ways. Gone are the days of managing a handful of remote controls, trying to remember what movies are available from what service, and hunting back and forth across television inputs. Using voice search with Bing on Xbox, easily look across a variety of branded services and play the programming you want without ever raising a

finger. Having trouble finding last night's episode of "The Office"? It's now only a voice command away. Just say "Xbox, Bing, 'The Office,'" and Xbox finds it.

Not only is entertainment effortless on Xbox 360, it is more social and personal. Everything in Xbox has been designed to share with friends. Share recommendations, and show the Xbox LIVE community what games you're playing, movies you're watching and music you're listening to, as well as invite them to join in — even post your game achievements and info about your favorite movies directly to your Facebook wall from Xbox LIVE.

It's simple: With your social network along for the ride, the world's leading content providers and the magic of Kinect, entertainment experiences are better on Xbox LIVE.

Entertainment Partners on Xbox 360 (Existing and New)

- ABC iView – Australia
- AlloCiné – France, Germany, Spain, U.K.
- Antena 3 – Spain
- Astral Media's Disney XD – Canada
- AT&T** – U.S.
- BBC – U.K.
- blinkbox – U.K.
- Bravo – U.S.
- BSkyB** - U.K.
- Canal+* - France, Spain
- Channel 4 – U.K.
- Channel 5 – U.K.
- CinemaNow (Best Buy) – U.S.
- Comcast – U.S.
- Crackle – Australia, Canada, U.K., U.S.
- Dailymotion – Available in 32 markets
- EPIX – U.S.

- ESPN** – U.S.
- Facebook** – Available in all 35 Xbox LIVE markets
- FOXTEL** – Australia
- GoITV – Spain
- HBO GO – U.S.
- Hulu – Japan
- Hulu + ** – U.S.
- iHeartRadio (Clear Channel) – U.S.
- Last.fm** – U.K., U.S.
- LOVEFiLM – Germany, U.K.
- Manga Entertainment – U.S.
- Maple Leaf Sports & Entertainment/Real Sports – Canada
- MediaSet – Italy
- MSN with MSNBC.com – Canada, France, Germany, Italy, Japan, Mexico, Spain, U.K.
- MUZU.TV – France, Germany, Italy, Spain, U.K.
- Netflix ** – Canada, U.S.
- Rogers On Demand Online (RODO) – Canada
- RTVE – Spain
- SBS On Demand – Australia
- Syfy – U.S.
- Telefonica – Spain
- Televisa – Mexico
- “The Today Show” – U.S.
- TELUS** – Canada
- TMZ – U.S.
- Twitter** – Available in all 35 Xbox LIVE markets
- UFC – Canada, U.S.
- Verizon – U.S.
- VEVO – Canada, U.K., U.S.
- VimpelCom** – Russia

- Vodafone Portugal** – Portugal
- YouTube – Available in 22 markets
- ZDF – Germany
- Zune** – Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Ireland, Italy, Japan, Mexico, New Zealand, the Netherlands, Norway, Spain, Sweden, Switzerland, U.K., U.S.

About Xbox 360

Xbox 360 is a premier home entertainment and video game system. Thanks to the addition of Kinect, Xbox 360 has transformed social gaming and entertainment with a whole new way to play — no controller required. Xbox 360 is also home to the best and broadest games as well as one of the world's largest on-demand libraries of music, standard- and high-definition movies, TV shows and digital games, all in one place. The entertainment center of the living room, Xbox 360 blends unbeatable content with a leading social entertainment network of nearly 35 million Xbox LIVE members to create a limitless entertainment experience that can be shared at home or across the globe. More information about Xbox 360 can be found online at <http://www.xbox.com>.

About Xbox LIVE

Xbox LIVE is the online entertainment service for your Xbox 360, connecting you to an ever-expanding world of games, movies, TV, music, sports and social entertainment. Xbox LIVE lets you play the best games, enjoy one of the world's largest on-demand libraries on any console, listen to millions of songs and share the fun with friends around the world. Xbox LIVE is also the exclusive home of controller-free online entertainment through Kinect, making your Xbox 360 more intuitive and interactive than ever before. With an active community of nearly 35 million people across 35 countries, Xbox LIVE, together with Xbox 360, provides you with

instant access to the entertainment you want, shared with the people you care about, wherever you are. More information about Xbox LIVE can be found online at <http://www.xbox.com/live>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

* Xbox LIVE Gold membership and/or other subscriptions/fees required. Kinect functionality varies by feature, provider and region.

** Denotes existing partners on Xbox LIVE available today.

For more information, press only:

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