

promote its contributions to the site. Content partner registration is free and only requires the completion of an online application form¹¹ and adherence to the Content Partner Guidelines.¹² Access to the content partner dashboard is granted as soon as the third-party website administrator approves the content partner's application. This easy mechanism should produce an even broader array and larger amount of content as word spreads about the benefits of the platform.

As the statistics in Section III (below) demonstrate, the online platforms have been very popular and the launch has been a clear success. As of July 15, 2012, 12 linear PEG content providers and 186 other content partners in the pilot communities have created streaming channels for PEG or other hyper-local content on the websites. These content providers have collectively uploaded more than 1,145 streaming videos to the Project Open Voice websites since the January 2012 beta test launch.

Site Content Highlights

Below are some content highlights from each of the pilot communities' websites:

Gotta Love Fresno

Gotta Love Fresno is the leading platform for Swede Fest (<http://www.gottalovefresno.com/swedefest>), a local festival dedicated to low-budget movie remaking. In addition, Fresno Mayor Ashley Swearengin suggested that the Fresno website include a Visiting Fresno section (<http://www.gottalovefresno.com/visitfresno>) for tourism. This idea caught on, so the Project Open Voice team included a tourism section on the other pilot community websites.

¡Yo Soy! Hialeah

The City of Hialeah is driving the strategy behind getting the word out about Yo Soy Hialeah. The City is currently launching a youth initiative to empower young residents to put their stories to video. Yo Soy Hialeah will be the official platform for the city in this effort.

Houston's Voice

The local Houston management agency runs regular workshops on creating video and marketing. One partner, CultureMap (<http://houstonvoice.com/?partner=CultureMap-Hidden+Houston>), uses Houston's Voice as a destination to discover local cultural happenings.

Philly in Focus

The Greater Philadelphia Cultural Alliance (<http://www.phillyinfocus.com/channel/philaculture/>), an umbrella arts

¹¹ See, e.g., www.gottalovefresno.com/partnersignup/.

¹² The Content Partners Guidelines can be found at <http://www.projectopenvoice.com/content-partner-guidelines/>.



Additional Strategies to Promote Awareness

Comcast engaged advertising agencies in each pilot market and tasked them with advising the communities on promoting awareness of the Project Open Voice websites. Project Open Voice team members hold bi-weekly calls with each local advertising agency to review marketing and performance progress, and they regularly visit each market to meet with both local agencies and content partners. The Comcast team also holds monthly calls during which the agencies and content partners speak directly to each other and can share ideas, challenges, and successes.

In the coming months, Comcast will implement a five-tier marketing strategy including the following components:

Strategy	Objectives
Continued Community Relations	<ul style="list-style-type: none">Establish marketing partners in each pilot community.
Expanded Social Media	<ul style="list-style-type: none">Focus on the use of Facebook, Twitter and YouTube.
Mobile Solutions	<ul style="list-style-type: none">Optimize all websites for viewing on smartphones and tablets.Leverage location-based tools like "QR" codes to direct users to Project Open Voice content.
Search Engine Optimization & Marketing (SEO/SEM)	<ul style="list-style-type: none">Promote consistency and best practices in the use of search terms and other SEO strategies across all markets.
Strategic Support	<ul style="list-style-type: none">Leverage word-of-mouth through partner networks.Drive cross-promotion on Comcast-NBCUniversal platforms (see below).

Cross-Promotion on Comcast Platforms

Comcast will continue to use existing media venues to cross-promote both the VOD and Online aspects of the program. Examples of these efforts to date include:

Syndication to Xfinity.com

Starting with the Philadelphia market, Comcast is currently experimenting with ways to feed video content from the Philly in Focus website to the local section of Xfinity.com (<http://xfinity.comcast.net/local/>).

Telescoping Ads for VOD

Comcast is working with its National Fulfillment Center to run promotional spots on local networks. Each spot will give a local brand overview and use telescoping technology to drive viewers directly to VOD.



Cross-syndication with Everyblock from NBCNews.com

EveryBlock (www.everyblock.com), an NBCNews.com property, is a combination of many different types of local news —from public records like crime reports, to neighbor discussions, to photos people have taken in their neighborhoods. Beginning with Philadelphia, Everyblock will run geo-targeted video content supplied by the local Project Open Voice website.



EXHIBIT

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