

January 28, 2013

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Federal Communications Commission  
Office of the Secretary

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

Re: *In the Matter of Applications of Comcast Corporation, General Electric Company, and NBC Universal Inc. for Consent to Assign Licenses and Transfer Control of Licenses, MB Docket No. 10-56*

Dear Ms. Dortch:

In accordance with the *Memorandum Opinion and Order* adopted in the above-referenced proceeding<sup>1</sup>, Comcast Corporation, for itself and on behalf of NBCUniversal Media, LLC, hereby files the following reports:

- a. Semiannual progress report on NBCUniversal's cooperative arrangements with locally focused, non-profit news organizations ("NBCUniversal Non-Profit News Partnerships"). The report is required by Section XI.5.f of Appendix A to the *Transaction Order*. A copy of this report will be available on the homepage of the 10 stations that comprise the NBC Owned Television Stations division (e.g. [www.nbcwashington.com](http://www.nbcwashington.com)).
- b. Semiannual progress report on Comcast's development of a platform to host Public, Educational, and Governmental ("PEG") content on Video On Demand and Online ("PEG Pilot Program"). The report is required by Section XIV.4.c.vii of Appendix A to the *Transaction Order*. A copy of this report will be available on <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

<sup>1</sup> *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. For Consent to Assign Licenses and Transfer Control of Licensees, Memorandum Opinion and Order, MB Docket No. 10-56, 26 FCC Rcd 4238 (2011), as amended by the Erratum released on March 9, 2011 ("Transaction Order").*

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Please do not hesitate to contact me should you have any questions.

Sincerely yours,

Lynn R. Charytan

Lynn R. Charytan  
Vice President, Legal Regulatory Affairs,  
Senior Deputy General Counsel  
Comcast Corporation

Enclosures

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## Transaction Compliance Report

MB Docket No. 10-56

### NBCUniversal Non-Profit News Partnerships

for the period of July 28, 2012 through January 28, 2013



To the Federal Communications Commission:

This report provides the information required by Condition XI.5.f of Appendix A (the “Condition”) to the *Transaction Order*<sup>1</sup> regarding NBCUniversal’s non-profit news partnership arrangements.

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#### Online Copy

A copy of this report is available on the websites maintained by each of the stations that comprise the NBC Owned Television Stations division (e.g. <http://www.nbcwashington.com>).

<sup>1</sup> *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) (as amended by an Erratum released on March 9, 2011) (*Transaction Order*).

## **Background**

As required by the Condition, four of the 10 stations in NBCUniversal's NBC Owned Television Stations division have established and maintain cooperative arrangements with locally-focused, non-profit news organizations. The stations and their news partners are: NBC 4 New York / WNBC and ProPublica; NBC 5 Chicago / WMAQ and *The Chicago Reporter*; NBC 10 Philadelphia / WCAU and WHYY; and NBC 4 Southern California / KNBC and KPCC – Southern California Public Radio.

These continuing agreements, plus the ongoing relationship between NBC 7 San Diego / KNSD and the Voice of San Diego, means that half of the stations in the NBC Owned Television Stations division have news partnership agreements in place.

In addition, just this month the station in Miami-Ft. Lauderdale, NBC 6 South Florida / WTVJ, announced a partnership with the non-profit Florida Center for Investigative Reporting (FCIR) to enhance the station's local investigative reporting capabilities. While not as established as the other partnerships detailed in this report, the new partnership between FCIR and Team 6 Investigators (the station's new consumer and investigative unit) will include co-developing stories, conducting research and investigations, sharing content, and cross-linking websites.<sup>2</sup>

Collaborations between the stations and the non-profit partners –which involve sharing data, research, and in-depth investigative resources– have resulted in at least a dozen investigations, and have generated dozens of on-air and online news reports for the stations, as well as on the partners' radio stations and websites.

Beyond this reciprocal investigative and content production support, NBCUniversal also provided financial assistance to each of its news partners.

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<sup>2</sup> See NBC 6 South Florida Partners with Florida Center for Investigative Reporting, <http://www.nbcmiami.com/on-air/about-us/NBC-6-South-Florida-Partners-With-Florida-Center-For-Investigative-Reporting-187183561.html> (Jan. 16, 2013); NBC 6 South Florida Teams up with FCIR, <http://fcir.org/2013/01/14/nbc-6-south-florida-teams-up-with-fcir/> (Jan. 14, 2013).

### **NBC 4 New York / WNBC and ProPublica**

NBC 4 New York and ProPublica conduct regular conference calls to ensure that NBC 4 New York and the other stations in the NBC Owned Television Stations division are aware of the most recent research and investigative data that ProPublica has available. Where NBC 4 New York sees an appropriate opportunity to use the ProPublica investigative data, producers work with ProPublica to adapt the data into investigative segments for NBC 4 New York's newscasts. Additionally, the NBC 4 New York news team takes the lead in coordinating conference calls and group e-mails between ProPublica and news teams at the other stations in the NBC Owned Television Stations division. During these conference calls, the teams discuss ways to enhance and localize ProPublica's featured investigations and plan potential stories for future ratings periods or high-viewer volume times.

NBCUniversal support for ProPublica includes the participation of ProPublica's investigators during news segments, online references and links to ProPublica to build name recognition and support for the organization, and financial assistance to help support the organization's ongoing mission. For its part, ProPublica provides the results of its data-based journalism to all 10 stations that comprise the NBC Owned Television Stations division, often prior to these investigations becoming publicly known.

### **Collaboration in Practice**

In September 2012, NBC 4 New York aired a story utilizing ProPublica's database of nursing home deficiencies and fines for the New York/New Jersey area.<sup>3</sup> Using the data, NBC 4 New York's i-Team was able to identify two significant problems in the local nursing home industry: rodent infestation and patients wandering off. The i-Team expanded the investigation and interviewed a family who lost a loved one after he had wandered from a nursing home facility and froze to death. The segment directed viewers to the ProPublica online database and explained how the database worked, allowing viewers to conduct research of violations at nursing homes in the database.

The nursing home story aired on NBC 4 New York's 5:00 PM newscast on September 13, 2012. At the same time, an Internet-version of the story was published on NBCNewYork.com<sup>4</sup>, where it quickly became one of the most watched and shared stories of that week. The article on the NBCNewYork.com includes a link to the ProPublica database.

A number of the other stations in the NBC Owned Television Stations division, including stations that do not have a non-profit news partner, used ProPublica's nursing home application to support their own local stories.<sup>5</sup>

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<sup>3</sup> See <http://projects.propublica.org/nursing-homes/>.

<sup>4</sup> See C. Glorioso and T. Burke, *i-Team: Nursing Home Database Uncovers a Catalog of Horrors*, <http://www.nbcnewyork.com/news/local/nursing-home-database-deaths-wandering-169689356.html> (Sep. 13, 2012).

<sup>5</sup> See, e.g. stories by NBC 7 San Diego: P. Krueger, *New Tools Aid in Nursing Home Selection*, <http://www.nbcsandiego.com/news/health/New-Tools-Aid-in-Nursing-Home-Selection-168816966.html> (Sep. 7, 2012); and NBC Connecticut: *New Tool Reveals Nursing Home Violations*, <http://www.nbcconnecticut.com/investigations/New-Tool-Reveals-Nursing-Home-Violations-171053221.html> (Sep. 24, 2012).

### **NBC 5 Chicago / WMAQ and The Chicago Reporter**

The NBC 5 Chicago news team holds regular meetings with *The Reporter's* staff with the goal of increasing the coordination between the two news organizations. One of the primary goals is to synchronize the airdates of stories airing on NBC 5 Chicago with *The Reporter's* publication dates for companion or related pieces. This collaborative approach helps each party benefit from the public's interest in the stories and capitalizes on their ability to reach consumers on multiple platforms. *The Reporter* also provides one of its reporters as a resource for NBC 5 Chicago on-air stories. In turn, NBCChicago.com editors provide link-backs to *The Reporter's* publication of each piece that was produced in partnership, including link-backs in posts on NBC 5 Chicago's Twitter and Facebook feeds.

NBC 5 Chicago also collaborates with the Better Government Association (BGA), another long-established non-profit watchdog that investigates allegations of waste, fraud, and corruption in local and state government.

### **Collaboration in Practice**

*Illinois Department of Children and Family Services.* For its September-October 2012 cover story, *The Reporter* investigated the homicides of children who were or had been under the care of the Illinois Department of Children and Family Services (DCFS). *The Reporter* conducted an in-depth investigation into the annual reports issued by DCFS's Inspector General, and gathered statistics on percentages of children who had been killed by family members where DCFS caseworkers either had some recent involvement with the family, or where the caseworkers had found no evidence of familial harm or danger prior to the child's death.<sup>6</sup> NBCChicago.com posted a link to the report on *The Reporter's* website.<sup>7</sup> The story was later picked up by the Associated Press.

*Human Trafficking and Prostitution.* A feature in *The Reporter's* November-December 2012 issue, investigating alleged disparities between the prosecution rate of prostitutes and their clients in the Cook County criminal justice system, complemented a long-time interest of NBC 5 Chicago investigative reporter Marion Brooks. Ms. Brooks is working with *The Reporter's* findings for potential inclusion in a continuing series of NBC 5 Chicago reports on human trafficking.

*Corruption in the Cook County Housing Authority.* NBC 5 Chicago collaborated with the BGA on a story profiling real estate mogul Elzie Higginbottom. The story aired on Sunday, July 1, 2012 on the 10:00 PM news, and was featured on NBCChicago.com with a link to the BGA's website and its coordinated investigation.<sup>8</sup>

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<sup>6</sup> See K. Everson, *Fostering Victims of Violence*, <http://www.chicagoreporter.com/news/2012/09/fostering-victims-violence> (Sep. 4, 2012).

<sup>7</sup> See Report: 200 DCFS Kids Killed over 11 Years, <http://www.nbcchicago.com/news/Report-200-DCFS-Kids-Killed-Over-11-Years-170890111.html> (Sep. 23, 2012).

<sup>8</sup> See D. Johnson, *Conflict of Interest in Real Estate Mogul's \$3 Million Deal?* <http://www.nbcchicago.com/investigations/Unit-5-BGA-Investigates-Real-Estate-Mogul-Elzie-Higginbottom-3-Million-Deal-161010715.html> (Jul. 3, 2012).

### **NBC 10 Philadelphia / WCAU and WHY Y**

NBC 10 Philadelphia and WHY Y have focused their partnership on the exchange of online news and local information content between NBCPhiladelphia.com and WHY Y's website, NewsWorks.org. Each day, NBCPhiladelphia.com posts WHY Y stories in the local news section of NBCPhiladelphia.com, "The Scene." WHY Y also provides NBCPhiladelphia.com with local political commentary, local arts, and cultural coverage, including a popular weekly movie review segment, FLICKS by Patrick Stoner. NBC 10 Philadelphia reciprocates by providing daily weather content to NewsWorks.org. In fact, this extensive cross-linking has made NBCPhiladelphia.com the top referrer of web traffic to NewsWorks.org.

### **Collaboration in Practice**

NBC 10 Philadelphia collaborated with WHY Y on coverage of the November 2012 election, including content sharing and technical coordination. WHY Y provided political columns for use by NBCPhiladelphia.com, and the station provided WHY Y with six "cut-ins" during the 8:00-11:00 PM block of its election night coverage. NBC 10 Philadelphia also featured NewsWorks.org's "Stakes", an in-depth series focused on a personal stakes that the profiled families had in the results of the election.<sup>9</sup>

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<sup>9</sup> See e.g., E. Walker, *What are 'the stakes' for you in the 2012 election?* <http://www.newsworks.org/index.php/speak-easy-archive/item/45362-what-are-the-stakes-for-you-in-the-2012-election> (Oct. 9, 2012).

### **NBC 4 Southern California / KNBC and KPCC**

KPCC – Southern California Public Radio and NBC 4 Southern California have forged a successful partnership by collaborating on stories where KPCC provides in-depth research while NBC 4 Southern California gathers sound and other production elements. This teamwork has allowed the creation of stories that blend the strength of the two news outlets and leverage NBC's technical capabilities. In addition, the digital teams at both stations regularly interact to optimize the quality and selection of multimedia and other interactive content posted on their respective websites.

NBCUniversal supported KPCC through producer and talent resources, material acquired in the field, and promotion on both broadcast and online.

### **Collaboration in Practice**

*Sepulveda Pass Brush Fire.* NBC 4 Southern California reporter Angie Crouch did a live report on a brushfire that erupted in the Sepulveda Pass in September 2012, as part of both NBC 4 Southern California and KPCC's breaking news coverage.<sup>10</sup> Ms. Crouch was in a unique position to report on the progress of the fire that caused residential evacuations, and the closing of the Getty Center.

*Discrimination in the National Guard.* NBC 4 Southern California and sister station NBC Bay Area conducted a joint investigation into sexual harassment and racism in the California National Guard. In advance of breaking the story, NBC 4 Southern California provided recorded interviews for KPCC to broadcast and also post on its website. In addition, NBC 4 Southern California reporter Joel Grover appeared live on KPCC's morning show to discuss and promote the report that would premiere on that day's 11:00 PM television newscast.<sup>11</sup>

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<sup>10</sup> See O. Elbright, et al., *Sepulveda Brush Fire Burns 70 Acres*, <http://www.nbclosangeles.com/news/local/Sepulveda-Pass-Brush-Fire-169841396.html> (Sep. 16, 2012); J. Kandel and M. Palmer, *Brush Fire in Rustic Canyon Grows to 30+ Acres in 105 Degree Heat*, <http://www.nbclosangeles.com/news/local/Sepulveda-Fire-Update-169892056.html> (Sep. 16, 2012); KPCC Staff, *Brush Fire in Sepulveda Pass 40 Percent Contained; Getty Center Temporarily Closed*, <http://www.scpr.org/blogs/news/2012/09/14/9990/brush-fire-sepulveda-pass-getty-center-temporarily/> (Sep. 14, 2012).

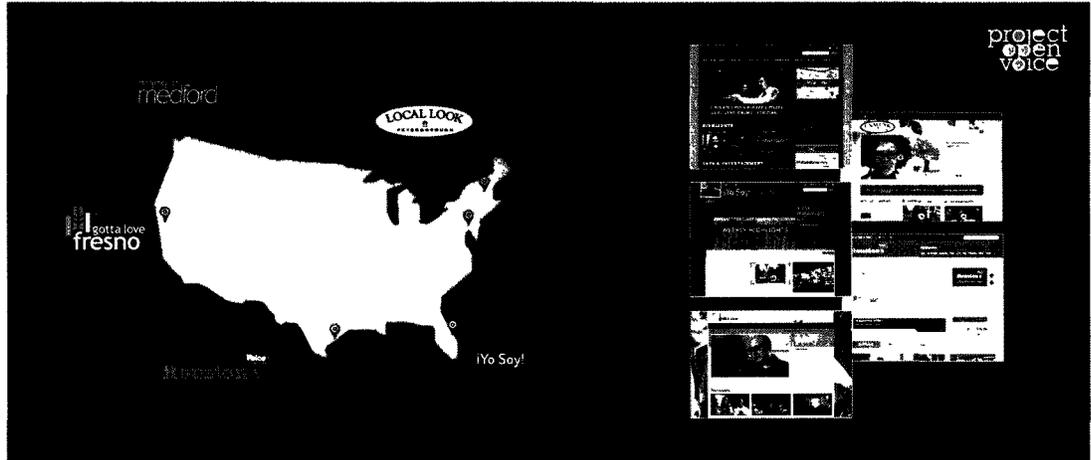
<sup>11</sup> See J. Glover, et al., *Whistleblowers Expose Hidden Culture of Alleged Racism, Sexual Harassment in California National Guard*, <http://www.nbclosangeles.com/news/local/Whistleblowers-Expose-California-National-Guard-Sexual-Harassment-Racism-Investigation-NBC4-Joel-Grover-179338741.html> (Nov. 15, 2012); J. Glover, et al., *Federal Investigation to Probe Claims of Alleged Racism, Sexual Harassment in California National Guard*, <http://www.nbclosangeles.com/news/local/Investigation-Sparked-California-National-Guard-Sexual-Harassment-Racism-Investigation-NBC4-Joel-Grover-179755991.html> (Nov. 16, 2012); A. Cohen and A. Martinez, *Investigation looks into allegations of harassment, racism in the CA National Guard*, <http://www.scpr.org/programs/take-two/2012/11/14/29283/investigation-looks-into-allegations-of-harassment/> (Nov. 14, 2012).

**Transaction Compliance Report**

MB Docket No. 10-56

**PEG Pilot Program Update**

for the period of July 28, 2012 through January 28, 2013



To the Federal Communications Commission:

This report describes the progress of Project Open Voice<sup>1</sup>, Comcast’s pilot program to host Public, Educational, and Governmental (“PEG”) content on its Video On Demand (“VOD”) and newly created Online platforms, consistent with the commitments and benchmarks set forth in Condition XIV.4 of Appendix A (the “Condition”) to the *Transaction Order*.<sup>2</sup>

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**Online Copy**

As required by Condition XIV.4.vii, a copy of this report is available at <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

<sup>1</sup> See [www.projectopenvoice.com](http://www.projectopenvoice.com).

<sup>2</sup> *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) (as amended by an Erratum released on March 9, 2011) (*Transaction Order*).

## Summary of Key Milestones

Now in its second year, Project Open Voice continues to work with the pilot communities to evaluate the performance of the VOD and Online platforms launched in October 2011 and January 2012, respectively. Previous progress reports<sup>3</sup> described how Comcast met each of the following milestones required by the Condition:

Milestone	Deadline	Result
<b>Condition XIV.4.c.i:</b> Announce the final location of the five pilot communities	Feb. 28, 2011	Announced the selection of Fresno, CA; Hiialeah, FL; Houston, TX; Peterborough, NH; and Philadelphia, PA as the trial communities. <sup>4</sup>
<b>Condition XIV.4.c.ii:</b> Initiate VOD placement of available PEG programming in each PEG pilot community	Oct. 28, 2011	Created VOD folders accessible to Comcast video customers in each of the pilot communities, and uploaded content submitted by PEG programmers selected by each community to participate in the trial.
<b>Condition XIV.4.c.iii:</b> Initiate Online placement of available PEG programming in each PEG pilot community through existing or newly created online platforms	Jan. 28, 2012	Designed, built, and launched custom websites to act as video streaming portals for PEG and other local content. Each website was branded with a name and them selected by the pilot communities: <a href="#">Gotta Love Fresno</a> , <a href="#">Yo Soy Hiialeah</a> , <a href="#">Houston's Voice</a> , <a href="#">Local Look Peterborough</a> , and <a href="#">Philly in Focus</a> .
<b>Condition XIV.4.c.iv:</b> Initiate marketing support of the VOD and Online platform in each pilot community	July 28, 2012	Initiated marketing support of the VOD and Online platforms in each community. Comcast, in conjunction with the pilot communities, provides local brand promotional resources, including public relations, social media, content coordination, mobile and email marketing, and search engine optimization support.

Comcast is now pleased to report that it has completed surveys of the user experience for the pilot VOD and Online platforms in each community, satisfying the requirement in **Condition XIV.4.c.v** to do so within two years of the closing of the Comcast-NBCUniversal transaction (*i.e.*, by January 28, 2013). In addition, Comcast has already begun implementing the changes recommended in those surveys as well as other initiatives designed to increase community exposure to and participation in Project Open Voice.

Before addressing the survey and its results, this report summarizes the progress of the VOD and Online platforms.

<sup>3</sup> See Letters from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56, dated July 28, 2011; January 30, 2012; and July 30, 2012, respectively.

<sup>4</sup> A sixth site, Medford, Massachusetts, participated as a "beta" site for the platforms.

### **Progress of the VOD Pilot Platform**

The VOD component of the pilot program consists of dedicated content “folders” accessible to Comcast video subscribers in each of the pilot communities. Subscribers can access PEG and other local content selected by their city by navigating to Project Open Voice branded folders on the Comcast VOD service.

Local Comcast VOD teams work closely with each city’s designated PEG content managers to support the service. To simplify the content delivery process, community programmers can now use a simple file transfer website to send their content to the local Comcast VOD managers.

As of January 2013, Project Open Voice’s local VOD servers have hosted more than 160 segments of PEG and other local interest programming. During 2012, Comcast measured approximately 40,000 VOD views of Project Open Voice content across the pilot communities.

Though not as popular as the Online platforms, consumer interest in the VOD service is increasing thanks in part to several enhancements made to the platform. For example, user experience surveys showed that aligning the VOD folder structure with the naming conventions and categories used on pilot websites would make it easier to identify and find Project Open Voice VOD content. The revamped folder structure also allowed the creation of additional folders that feature the most popular content from the community’s website.<sup>5</sup> Thanks to these efforts, VOD now accounts for nearly 10% of all Project Open Voice content views, an increase from the 3% share of all views that the service attracted at launch.

Comcast also increased its efforts to promote the VOD component by highlighting content as “available on Project Open Voice VOD” in the weekly e-newsletter distributed to content partners and pilot website users. To further support VOD viewership, Comcast will continue to promote the platform in various ways, including by emulating the successful earned and social media strategies that have driven the growth of the pilot websites.

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<sup>5</sup> “Popularity” is determined by the community and is based on the number of views as well as the social activity related to the content.

### **Progress of the Online Pilot Platform**

The PEG Online pilot program consists of custom-built websites branded with the name and theme chosen by each pilot community. The sites serve as portals for the communities, traditional PEG programmers, and other content partners to create and manage content “channels” where they can post videos and other local interest information accessible to anyone on the Internet.

PEG and local content creators have embraced the pilot websites and are actively contributing new and exciting content choices. As of January 2013, 288 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 over 4,000 videos to the Project Open Voice websites since the April 2012 beta launch. Content partners also contribute to keeping the Project Open Voice websites relevant by populating online message boards with local announcements, event calendars, and community information about tourism, sports, and education, among other topics.

Usage statistics demonstrate the popularity of the sites. As of January 2013, the pilot websites had collectively received over 147,000 unique visitors and averaged 13,380 unique visitors cumulatively to the sites each month. Even more encouraging, over 40% of visitors return to their local Project Open Voice site within one week, an indicator that the sites are providing relevant and interesting content.

Comcast will continue working with the pilot communities and their marketing advisors to keep driving website visitor growth. A key growth factor is ensuring that the sites feature prominently in social media websites and other content-discovery tools. For example, the social media strategies put in place during last year’s promotional ramp-up appear to be achieving the desired results as social media discovery for the Project Open Voice websites grew from 24% of visits during the April 2012 rollout to 46% of visits in January 2013.

Unique visitors in the “mobile” category also increased from 24% of visits in April 2012 to 31% of visits in January 2013. Mobile page views jumped by an even larger margin, moving from 12% of total page views in April 2012 to 39% by January 2013. Those increases are likely attributable to the launch of full-featured, mobile versions of the sites. Deploying mobile-friendly versions ensures that the Project Open Voice websites are equipped to handle the influx of smartphones and tablet users that access the videos and other content from mobile devices.

## **Marketing Support Update**

Comcast continues to provide the funding and logistical support required to develop effective communication strategies for each pilot community. Chief among these efforts is the engagement of local advertising agencies that are tasked with helping the pilot communities build awareness of the Project Open Voice brands. These agencies helped each city define a promotional plan, coordinate press events, and track earned media impressions of the pilot platforms and their content.

Project Open Voice launch events were the centerpiece of the communities' earned media strategy. Each event featured a speaker from Comcast describing the program and included mayors, community leaders, and local news outlets, all helping to drive the message of the pilot platforms. Comcast and its partners supplemented this with coordinated earned media campaigns to help deliver a repetitive and consistent message about Project Open Voice. As of December 2012, Comcast had tracked earned media coverage generating over 33 million print and online impressions, as well as over 18 million impressions generated by the extensive television coverage of the pilot platforms.

Comcast and the pilot communities also recognized that an effective social media strategy is an indispensable component of the Project Open Voice outreach plan. Working with their marketing advisors, the communities expanded their social media presence on popular sites like Facebook, Twitter, and YouTube. As a result, the Project Open Voice websites are now tapped into a connected network of over 2.5 million people, which includes the total number of Internet, email, and social media connections of its nearly 300 content partners. On Facebook, for example, Houston's Voice's 1,500 Facebook fans equates to approximately 900,000 "Friends of Fans", which is the sum of all the site's fans and all of their friends.

Comcast also help promote Project Open Voice as a multi-platform destination for PEG and hyperlocal content. Examples of these efforts include:

- Dalai Lama Visit – Comcast provided technical, financial, and production support to live-stream the Dalai Lama's visit to Medford, Massachusetts, through the city's Project Open Voice website, Made in Medford. Event information was promoted through Xfinity.com prior to the visit, with live streaming and photos promoted across all Project Open Voice markets.
- Philadelphia Film Festival – After establishing a channel on Philly in Focus, Comcast promoted the content on Xfinity.com and worked with its local VOD team to establish a folder dedicated to the festival.
- Xfinity Latino – Comcast actively promoted Yo Soy Hialeah through a continuous graphic advertisement on its national microsite dedicated to the Latino community..
- Small Business Event – A content partner of Houston's Voice hosted an educational event for local small business owners. Comcast Business Services partnered with the Project Open Voice team to support and promote the event.

## User Experience Surveys

Beginning in December 2011 and continuing through 2012, Comcast commissioned a series of surveys to assess the performance of Project Open Voice. Specifically, Comcast sought to assess consumer behavior in the trial markets, including their awareness of the pilot platforms, user preferences, and perceived usefulness of the service.

Specific information about the surveys is detailed below.

Phase (Research Type)	Reference	Sampling and Methodology
Phase 1 (Qualitative)	Dec. 2011 - Jan. 2012	Held twelve focus groups in December 2011 –two in each the pilot markets– as well as in Medford, Massachusetts. In order to qualify, focus group participants had to: (1) be involved with the local community and/or be local content viewers; and (2) subscribe to broadband Internet access service at home. In Fresno, Hialeah, and Houston, one of the two groups was conducted with Spanish-dominant Hispanic participants.
Phase 2 (Qualitative)	Dec. 2011	Conducted eight in-depth phone interviews during the weeks of December 5 and December 12, 2011. Participants included content creators and influencers in four pilot markets.
Phase 3 (Quantitative)	Wave 1 (Jan. 2012)	Polling consisted of 500 surveys among broadband Internet users in homes passed by Comcast who are involved in local organizations or consume locally-produced video content. The data was weighted by market size to ensure that the aggregate is representative of the five markets and Medford.
	Wave 2 (Jun. 2012)	Polling consisted of 200 surveys among broadband Internet users in homes passed by Comcast who are involved in local organizations or consume locally-produced video content. The data was weighted by market size to ensure that the aggregate is representative of the five markets and Medford.
	Wave 3 (Sep. 2012)	The data was weighted by market size to ensure that the aggregate is representative of the five markets and Medford.
	Wave 4 (Dec. 2012)	
Phase 4 (Consumer Research)	Dec. 2012 - Jan. 2013	Users were recruited via the Project Open Voice websites and social media pages to take a 10 minute online survey. The 10 minute online survey focused on the following areas: frequency of access to the Project Open Voice service; customer attitudes about the service; which content areas customers were accessing; overall customer satisfaction, including the likelihood of continued use of the service; and which new content ideas were most appealing to customers.

Key findings gleaned from survey responses include:

- The Project Open Voice websites are a success with current users, who give the sites high ratings for satisfaction and likelihood for repeat visits: 43% of current users are very satisfied with the service; and 61% are likely to continue visiting the service.
- Nearly half (47%) of current users access their local Project Open Voice website more than once a week.
- Neighborhood-level news and interviews, public access programming, and video content from local independent producers are the types of local content most often viewed by 72%, 64%, and 55% of respondents, respectively.
- Current users would like to see more live streams of local events (60%), videos from local producers (55%), neighborhood level news and interviews (54%), and videos by or about community and local civic organizations (52%).
- The quality of the information and videos on the site receive high satisfaction ratings: 47% of current users rated the quality of the information as highly satisfactory; 48% of current users rated the quality of the videos as highly satisfactory.
- The ease of using the websites, including updating and finding information, is an area for possible improvement (only 37% ranked "ease of use" as highly satisfactory).
- Awareness of the local Project Open Voice services is still relatively low, ranging from 6% of the targeted audience in Philadelphia, 11% in Houston, 12% in Fresno, and 20% in the smaller markets of Hialeah, Medford, and Peterborough.
- Among those that are unaware of the Project Open Voice service, 35% would be interested in the service. Interest is highest among those ages 18-34 (43%) and those with children at home (47%). About one-third (32%) of those unaware but interested say they would use Project Open Voice daily or almost daily. Just over five out of ten (54%) say they would access the content through the Online platform.

### **Changes Under Consideration**

Project Open Voice is already addressing how to improve consumer awareness in the pilot markets by focusing on promotional strategies that have generated the highest impact so far: earned media impressions, social media activity, and outreach through the content partners. In light of insights and feedback received from the pilot communities, PEG partners, and users, Comcast will evaluate the following changes:

- **Establish a scalable platform.** Comcast will consider migrating the pilot websites into a single, centrally managed platform. Doing so will increase the capacity to host content, and provide users and content providers with a more consistent and user-friendly experience.
- **Ensure consumer relevance.** Comcast will work with content partners that focus on neighborhood-level news and other the types of hyperlocal content that is most sought after by users. To improve the discovery of this content, Comcast will also enable website users to create customizable “dashboards” for ready access to their content preferences.
- **Leverage additional Comcast-NBCUniversal resources to promote the platforms.** Comcast continues to explore ways to use Comcast and NBCUniversal media platforms to expose Project Open Voice to new audiences and local content creators.

## Your submission has been accepted

<b>ECFS Filing Receipt - Confirmation number: 2013128212005</b>	
<b>Proceeding</b>	
<b>Name</b>	<b>Subject</b>
10-56	In the Matter of Application of Comcast Corporation General Electric Company and NBC Universal Inc. for consent to assign license or transfer control of licensees.
<b>Contact Info</b>	
<b>Name of Filer:</b> Comcast Corporation and NBCUniversal Media, LLC	
<b>Email Address:</b> Lynn_Charytan@Comcast.com	
<b>Attorney/Author Name:</b> Lynn R. Charytan	
<b>Lawfirm Name (required if represented by counsel):</b> 300 New Jersey Avenue NW	
<b>Address</b>	
<b>Address For:</b> Filer	
<b>Address Line 1:</b> 300 New Jersey Avenue NW	
<b>Address Line 2:</b> Suite 700	
<b>City:</b> Washington	
<b>State:</b> DISTRICT OF COLUMBIA	
<b>Zip:</b> 20001	
<b>Details</b>	
<b>Small Business Impact:</b> NO	
<b>Type of Filing:</b> LETTER	
<b>Document(s)</b>	
<b>File Name</b>	<b>Custom DescriptionSize</b>
MB 10-56 C-NBCUI Progress Reports (PEG, News Partners) 2013-01-28.pdf	216 KB
<b>Disclaimer</b>	
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