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July 29, 2013

ACCEPTED/FILED

JUL 29 2013

Federal Communications Commission
Office of the Secretary

VIA ELECTRONIC FILING

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,[1] Comcast Corporation, for itself and on behalf of NBCUniversal Media, LLC, hereby submits 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 NBCUniversal Owned Television Stations division (e.g. 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.

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[1] *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
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Enclosures

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Attachment A

NBCUniversal Non-Profit News Partnerships

Progress Report

July 29, 2013

COMCAST NBCUNIVERSAL

Transaction Compliance Report

MB Docket No. 10-56

NBCUniversal Non-Profit News Partnerships

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

July 29, 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*[1] 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 NBCuniversal Owned Television Stations division (*e.g.* www.nbcchicago.com).

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1 *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, and as previously reported, four of the 10 stations in the NBCUniversal Owned Television Stations division ("NBCOTS") have established and maintain cooperative arrangements with locally-focused, non-profit news organizations: NBC 4 New York and ProPublica; NBC 5 Chicago and *The Chicago Reporter*; NBC10 Philadelphia and WHYY; and NBC4 Southern California and KPCC – Southern California Public Radio. These continuing agreements, plus the ongoing relationship between NBC 7 San Diego and the Voice of San Diego, mean that half of the NBCOTS stations have news partnership agreements in place.[2]

Collaborations between the stations' news departments and the non-profit partners involve sharing data, research, and investigative resources. These partnerships have resulted in at least two 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. Examples of the collaborations occurring during the reporting period are detailed below.

NBC 4 New York and ProPublica

NBC 4's partnership with ProPublica continues to generate compelling investigative reports. ProPublica regularly briefs NBC 4 staff on upcoming investigations so that NBC 4 and the other NBCOTS stations can prepare companion reports. For its part, NBC 4's investigative unit, the I-Team, has contributed investigative resources and know-how to bolster ProPublica's investigations. For example, as detailed below, NBC 4 reporter Chris Glorioso contributed his expertise with New Jersey's Open Public Records Law to help ProPublica obtain copies of New Jersey Department of Labor and Workforce Development enforcement actions for a story on day-labor abuses.

Collaboration in Practice

Pipeline Safety. In February 2013, the I-Team interviewed New York City residents who were concerned about the installation of a new natural gas pipeline in a densely populated section of Manhattan. The report cited statistics obtained from a ProPublica database that tracks significant pipeline incidents in the United States, including the age of the pipeline, the reason it broke, and if anyone was killed or injured. The story aired on the 11:00PM newscast on February 19, 2013 and during the 5:00PM newscast on the following day. An online version of the report featuring video of the full segment and links to the ProPublica pipeline safety database was featured on NBCNewYork.com.[3]

Pharmaceutical Companies' Payments to Doctors. Using ProPublica's database of pharmaceutical company payouts to medical professionals, NBC 4 found that some of the

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[2] As previously reported, the NBCUniversal owned station in Miami-Ft. Lauderdale, NBC 6 South Florida, has partnered with the non-profit Florida Center for Investigative Reporting (FCIR) to enhance the station's local investigative reporting capabilities. The first joint investigative story on boating safety ran on the 11:00PM newscast on NBC 6 on April 29, 2013 and was posted on the NBC 6 and FCIR websites on April 30, 2013. *See* Mc Nelly Torres and FCIR, After Increase in Boater Deaths in Florida, A Look at Boating Regulations, http://www.nbcmiami.com/investigations/After-Increase-in-Boater-Deaths-in-Florida-A-Look-At-Boating-Regulations-204924341.html (Apr. 30, 2013); FCIR, Visualized: Boating Accidents in Florida, 2011, http://fcir.org/2013/04/30/visualized-boating-accidents-in-florida-2011/ (Apr. 30, 2013).

[3] C. Glorioso and T. Burke, I-Team: Pipeline Safety Problems Worry West Village Residents, http://www.nbcnewyork.com/news/local/Natural-Gas-Pipeline-Accident-Explosion-Concerns-New-York-City-West-Village-191739921.html (Feb. 20, 2013).

New York doctors who write the most Medicaid prescriptions are also compensated for giving promotional talks for pharmaceutical companies – including the manufacturers of some of drugs they prescribe. The story aired on March 17, 2013 during the 11:00PM newscast and the following day during the 5:30PM newscast.[4] The on-air segments were accompanied by web stories offering more detail as well as links to ProPublica's databases.[5]

Disciplining Prosecutors. I-Team reporter Chris Glorioso collaborated with ProPublica on a report examining the incidence of disciplinary actions for prosecutorial misconduct in the Bronx District Attorney's Office. I-Team and ProPublica investigators found only one instance where an Assistant District Attorney was seriously disciplined despite wrongfully convicting an innocent person. The story aired on the 5:00PM newscast on April 8, 2013.[6]

Day Labor Abuses. In June 2013, I-Team reporter Chris Glorioso collaborated with ProPublica on a report revealing temporary employment agencies that have been fined for failing to pay their laborers. The story exposed agencies that have been repeatedly fined for failing to pay laborers for entire days of work, as well as the fact that some of the region's largest day-labor employment agencies routinely charge their own temporary employees for transportation and supplies needed to access worksites. The story is scheduled to air soon on NBC 4.

NBC 5 Chicago and *The Chicago Reporter*

NBC 5 and *The Reporter* continue to explore new ways to assist each other's investigations. For instance, NBC 5 has used NBCChicago.com to highlight *The Reporter* stories which did not have a visual component conducive to an on-air piece, but which nevertheless deserve the enhanced attention and coverage that the partnership provides.[7]

Collaboration in Practice

Jail Sentences for Non-Violent Felonies. NBC 5 partnered with *The Reporter* on a story related to the paper's investigation of the increasingly harsh sentences being imposed for some non-violent felonies, and the resulting costs of incarcerating Chicagoans convicted of those charges. *The Reporter* analyzed these costs and plotted them geographically in order to look at sentencing rates for individual Chicago neighborhoods. NBC 5 reporter Dick Johnson interviewed ex-convicts, activists, and criminologists about the multi-billion dollar cost of keeping non-violent offenders behind bars, and how some of that money

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4 NBC Video: http://www.nbcnewyork.com/video/#!/on-air/as-seen-on/I-Team-Examines-Big-Pharma-Money-to-Docs/198710491; NBC Video: http://www.nbcnewyork.com/video/#!/on-air/as-seen-on/I-Team-Examines-Big-Pharma-Money-to-Docs/198710491

5 C. Glorioso and T. Burke, I-Team Examines Pharmaceutical Company Payments to Doctors, http://www.nbcnewyork.com/investigations/Dollars-for-Docs-Drug-Companies-Doctors-Money-Pharmaceutical-ProPublica-198698641.html (Mar. 18, 2013).

6 C. Glorioso and T. Burke, I-Team: NYC Prosecutors Rarely Punished When Convictions Crumble, http://www.nbcnewyork.com/news/local/Prosecutors-Punished-Wrongful-Convictions-NYC-District-Attorneys-201827511.html (Apr. 8, 2013).

7 NBC 5 has continued to collaborate with the Better Government Association (BGA), a long-established non-profit watchdog that investigates allegations of waste, fraud, and corruption in local and state government. *See, e.g.*, P. Rogers, Jesse White: Zero Tolerance for Cops, Booze, http://www.nbcchicago.com/investigations/illinois-secretary-state-jesse-white-uniform-police-alcohol-192634871.html (Apr. 1, 2013).

might be better spent on crime prevention and job creation. NBC 5 aired and promoted the story on March 4, 2013 during its 10:00PM newscast and published an accompanying online article linking to *The Reporter's* own story.[8]

Human Trafficking. The Reporter provided assistance for the latest in a series of NBC 5 anchor/reporter Marion Brooks' stories on human trafficking. *The Reporter* analyzed sentencing data which demonstrated that charges for prostitution-related felonies are brought almost exclusively against sex workers, and not their patrons, though the prostitutes are sometimes found to be themselves victims of human trafficking. NBCChicago.com published an online article and video discussing *The Reporter's* findings concerning prostitution-related felonies and arrests.[9] The story aired on NBC 5's 10:00PM newscast on June 20, 2013.

Mandatory Sentences for Gun Violations. In another investigation, *The Reporter* looked at one state legislator's proposal to increase mandatory sentences for gun violations. *The Reporter* story estimated that the cost to taxpayers would have increased by $780 million over the last decade if the harsher sentences had been in place. NBC 5's Dick Johnson interviewed experts on both sides of the issue for an on-air version of *The Reporter's* investigation. The story was aired and promoted on May 10, 2013 during NBC 5's 10:00PM newscast, and the station published an accompanying online article on NBCChicago.com which also linked to *The Reporter's* story.[10]

Deportation of Undocumented Workers. A *Reporter* investigation revealed that thousands of Chicago-area undocumented workers are being deported with no opportunity to appear in immigration court, mainly because they had previous deportation orders. For that story, NBC 5 posted a companion article online, highlighting the investigation and pointing viewers to the full story in *The Reporter's* latest issue.[11]

Shootings in Chicago. NBC 5 highlighted an analysis done by *The Reporter* showing that more than half of all the shootings in Chicago in 2012 involved people younger than 25 as the shooter, the victim, or both. The NBC 5 online story posted on January 30, 2013 directed readers to *The Reporter's* analysis.[12]

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8 D. Johnson and K. Smyser, Taxpayers Spent $5.3B in Last Decade to Lock Up Chicagoans, http://www.nbcchicago.com/investigations/nbc-chicago-reporter-cost-incarceration-195116091.html (May 10, 2013).

9 M. Brooks, The World of Human Trafficking: One Woman's Story, http://www.nbcchicago.com/investigations/human-trafficking-alex-campbell-192415731.html (Feb. 22, 2013).

10 D. Johnson, Sentencing Bill Could Cost Taxpayers $760 Million Over 10 Years, http://www.nbcchicago.com/investigations/Gun-Sentencing-Bill-Could-Cost-Taxpayers--206993491.html (May 10, 2013).

11 NBC 5 Investigates: Thousands Deported with No Court Hearing, http://www.nbcchicago.com/investigations/Thousands-Deported-With-No-Court-Hearing-205977911.html (May 3, 2013).

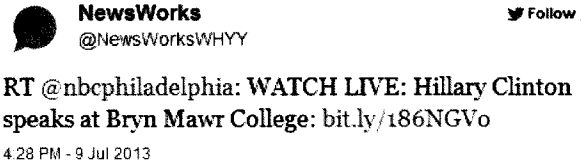
12 K. Smyser, Youth Involved in Majority of Chicago Murders: Report, http://www.nbcchicago.com/news/local/Youth-Invoved-in-Most-Chicago-Murders-Report-189072791.html (Apr. 1, 2013).

Collaboration with ProPublica. Tailoring ProPublica's data to the local market, NBC 5 looked at the Chicago area doctors who have received the most money from pharmaceutical companies in the past few years, and found doctors taking hundreds of thousands of dollars in fees from companies whose drugs they may then prescribe to their patients. The story ran and was promoted on May 15, 2013 during NBC 5's 10:00PM newscast, along with a companion article on NBCChicago.com that included ProPublica's "Dollars for Docs" search widget and a link to ProPublica's website for viewers seeking further information on their own doctors.[13]

NBC10 Philadelphia and WHYY

NBC10 and WHYY continue crosslinking investigative and general news content on their respective websites, NBCPhiladelphia.com and WHYY's NewsWorks.org. NBC10 now posts an average of two NewsWorks.org stories directly on its website each day, rather than simply linking back to WHYY's site. NewsWorks.org reports were even featured on NBCNews.com, the homepage of NBC News and one of the leading online news sites.[14]

Links embedded in the byline and in the body of the article drive readers back to NewsWorks.org,[15] which received thousands of referrals from NBCPhiladelphia.com during the reporting period. Daily postings also ensure that NBCPhiladelphia.com visitors benefit from timely access to WHYY's in-depth reports.[16] The content partnership extends to social media, where WHYY and NBC10's respective Twitter accounts (@NewsWorksWHYY and @NBCPhiladelphia) frequently re-tweet updates and story links, including NBC10's live news coverage.



In addition, NBC10 will be promoting NewsWorks.org content on its on-air reports in order to increase the audience for the NewsWorks.org site.

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13 K. Smyser and N. Kwan, Docs Paid Thousand to Promote Drugs They Prescribe, http://www.nbcchicago.com/investigations/doctors-prescription-drugs--207652001.html (May 15, 2013).

14 *See, e.g.*, T. Samuelson, NewsWorks.org, Decision Expected in Much-Watched NJ Dune Case, http://www.nbcnews.com/id/52419035/ns/local_news-philadelphia_pa/t/decision-expected-much-watched-nj-dune-case/#.UegJKtJN-So (Jul. 8, 2013).

15 *See, e.g.*, P. Gregory, Most N.J. Voters Disagree with Christie on Setting Oct. Senate Election, http://www.nbcphiladelphia.com/news/local/Most-NJ-Voters-Disagree-With-Christie-on-Setting-Oct-Senate-Election-211419741.html (Jun. 13, 2013).

16 B. Hickey and M. Grady, NewsWorks.org, Radar Gun Finds Dangerous Driving Near Area Schools, http://www.nbcphiladelphia.com/news/local/Radar-Gun-Finds-Dangerous-Driving-Near-Area-Schools-210563411.html (Jun. 17, 2013).

NBC4 Southern California and KPCC

NBC4 supports Southern California Public Radio's KPCC radio station through producer and talent resources, material acquired in the field, and both on-air and online promotion. While there are formal arrangements – such as shared coverage of the Los Angeles Mayoral Debate – NBC4 and KPCC also collaborate on "day-of" and breaking news as the stations exchange information they uncover during the course of daily newsgathering, especially on big stories. NBC4 also helps KPCC augment its live coverage of breaking news with NBC4 reporters providing frequent on-air reports for KPCC's listeners.

Collaboration in Practice

Campaign Contributions for Los Angeles Mayoral Candidates. NBC4 and KPCC collaborated on an analysis of campaign contributions by movie studios to Los Angeles mayoral candidates. The report aired January 10, 2013 on both KPCC and NBC4 and a video was posted to the NBC4 website the next day.[17]

Dorner Manhunt. NBC4 worked closely with KPCC on the coverage of the manhunt for former LAPD officer Christopher Dorner. Shortly after the story broke, KPCC and NBC4 sent Freedom of Information Act (FOIA) requests to various public agencies for records pertaining to those singled out as potential targets in Dorner's highly publicized "manifesto," his military background, and information about his weapons. KPCC transmitted NBC4's coverage for most of the afternoon when Dorner was finally spotted and ultimately killed in a police firefight. Joint coverage began airing on February 6, 2013, continuing through February 15, 2013, while the first story produced in collaboration with KPCC aired on February 7, 2013.[18] On February 9 and 10, 2013, NBC4's reporter Jacob Rascon provided live reports to KPCC from Big Bear, CA, where authorities had assembled a command post.[19]

Los Angeles Mayoral Race. NBC4 teamed up with KPCC to simulcast the Mayoral Primary Debate which aired live from 7:00PM to 8:00PM on January 28, 2013.[20] This led to a full partnership for the April debate between the two remaining Mayoral candidates. NBC4's Conan Nolan moderated the debate, while Frank Stoltz of KPCC was a member

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17 S. McNary, Garcetti, Greuel Get Most Show Biz Donations in Mayor's Race, http://www.scpr.org/blogs/politics/2013/01/10/11939/hollywood-gives-big-l-mayors-race (Jan. 10, 2013)/; NBC4 Video: http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/Hollywood-Pours-Campaign-Contributions-Into-LA-Mayors-Race/186544921.

18 L. Brenner and E. Zassenhaus, LAPD Manhunt: Profiles of Wanted Murder Suspect Christopher Donner, Shooting Victims, http://www.scpr.org/blogs/news/2013/02/07/12459/lapd-manhunt-profiles-of-wanted-murder-suspect-chr/ (Feb. 7, 2013); NBC4 Video: http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/Ex-LAPD-Officer-Threatens-Former-Colleagues-in-Manifesto--Police/190154991.

19 KPCC Staff, LAPD Manhunt: No Sign of Donner in Big Bear; Riverside Mourns; Search Continues, http://www.scpr.org/news/2013/02/07/35875/lapd-manhunt-veteran-riverside-officer-shot-dead-2/ (Feb. 7, 2013); NBC4 Video: http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/Search-Continues-in-Big-Bear-for-Dorner/190623281.com/video/#!/on-air/as-seen-on/Search-for-Christopher-Dorner-Scaled-Back-in-Big-Bear-Lake/190638511.

20 NBCLosAngeles.com, Watch: Los Angeles Mayoral Debate, http://www.nbclosangeles.com/news/local/Watch-Live-KPCC-Los-Angeles-LA-Mayoral-Debate-190124921.html (Feb. 6, 2013).

of the panel. The two stations, along with Telemundo's Los Angeles station, KVEA, collaborated on the editorial content of the debate, which aired April 22, 2013 at 7:00PM.[21]

Powerhouse Fire. Several NBC4 reporters provided coverage to KPCC of a major fire just North of Los Angeles for KPCC. KPCC also linked to NBC4 coverage of the fire.[22]

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21 NBC4 Video: http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/LA-Mayoral-Debate--Part-1/204385591 (Apr. 23, 2013).

22 KPCC & Wires, Updated: Powerhouse Fire has Burned 1,800 Acres; Evacuations Ordered, http://www.scpr.org/blogs/news/2013/05/31/13849/powerhouse-fire-overnight-evacuations-orded-after/ (May 31, 2013).

Attachment B

Comcast PEG Pilot Program

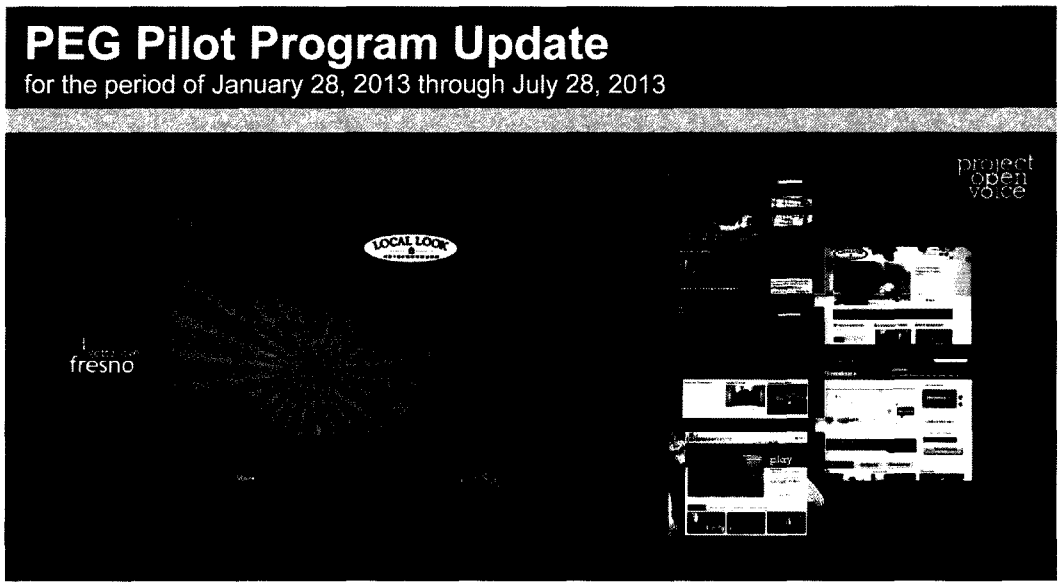
Progress Report

July 29, 2013

COMCAST NBCUNIVERSAL

Transaction Compliance Report

MB Docket No. 10-56



July 29, 2013

To the Federal Communications Commission:

This report describes the progress of Project Open Voice,[1] 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*.[2]

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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.

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1 *See* www.projectopenvoice.com.

2 *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*).

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Summary of Key Milestones

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 reports[3] described how Comcast met each of the following milestones required by the Condition:

Milestone	Deadline	Result
Condition XIV.4.c.i: Announce the final location of the five pilot communities	Feb. 28, 2011	Announced the selection of Fresno, CA; Hialeah, FL; Houston, TX; Peterborough, NH; and Philadelphia, PA as the trial communities.[4]
Condition XIV.4.c.ii: 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.
Condition XIV.4.c.iii: 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: Gotta Love Fresno, Yo Soy Hialeah, Houston's Voice, Local Look Peterborough, and Philly in Focus.
Condition XIV.4.c.iv: 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.
Condition XIV.4.c.v: Complete surveys of the user experience for the pilot VOD and Online platforms in each pilot community and begin to implement recommended changes	Jan. 28, 2013	Survey results and recommended changes were summarized in the report filed on January 28, 2013.

This report summarizes the progress of the VOD and Online platforms for the period beginning January 28, 2013 and continuing through July 28, 2013.

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3 *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; July 30, 2012; and January 28, 2013, respectively.

4 A sixth site, Medford, MA, 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 their Comcast VOD service. *See* Appendix A (screenshot of the Project Open Voice VOD folder accessible in the Philadelphia pilot community).

As of June 30, 2013, Project Open Voice's local VOD servers had hosted nearly 320 segments of PEG and other local interest programming since the VOD service launched in October 2011. These segments had generated approximately 45,000 VOD views across the pilot communities. Local Comcast VOD teams work closely with each city's designated PEG content managers to maintain the content and upload new videos at the PEG programmers' requests.

In addition, Comcast continues to promote the PEG VOD content by using "telescoping" advertisements, an interactive "prompt" or overlay that can be programmed to appear on screen during any linear channel carried in the pilot markets. The telescoping ads allow viewers to seamlessly transition between linear television and the PEG VOD content by taking them directly to their community's Project Open Voice VOD folder or to a specific video.

Each pilot community also distributes an e-newsletter prepared by the Comcast-provided marketing partner that highlights the popular content from the Project Open Voice website that is also available on the VOD service. *See* Appendix B and C (screenshots of the e-newsletters distributed in the Houston and Philadelphia pilot communities).

Progress of the Online Pilot Platform

The PEG Online pilot program consists of custom-built websites branded with a 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 are contributing new and exciting content choices for use on the websites. As of June 30, 2013, 424 content partners in the pilot communities had created channels and uploaded PEG or other hyper-local content, a 47% increase since the January 2013 report. These content providers have collectively uploaded over 4,500 videos to the Project Open Voice websites since the April 2012 beta launch.

Comcast has also implemented several changes to optimize the pilot websites. At the request of the content partners, online video accessible through the Project Open Voice sites can be either hosted on the sites' servers or embedded from external video hosting sites like YouTube or Vimeo. Supporting embedded video gives each content partner the flexibility to add content to their Project Open Voice channel without having to re-upload video or change hyperlinks that have been previously distributed. And, as discussed in the *Changes Implemented* section below, the pilot websites are being upgraded to the WordPress platform for increased manageability and ease-of-use.

The increase in content partners has helped attract more viewers. Traffic statistics remain strong with a total of over 263,000 unique visitors – a 79% increase in visitors since the last report – an average of 14,600 unique visitors per month across all six sites. Significantly, over 80% of visitors return to their local Project Open Voice site within a week. And, thanks to efforts to make the sites mobile-friendly, unique visitors in the

"mobile" category increased by 48% compared to the last half of 2012, and mobile page views now account for 23% of total page views.

The sites are hard at work showcasing their hyperlocal content. The following are examples of the signature content currently being featured by each pilot community:

Gotta Love Fresno
The Downtown Fresno Partnership is a public-private partnership designed to improve commercial zones within the city. Given the importance of growing tourism to Fresno, the Partnership uses the Gotta Love Fresno website as a platform for spreading the word about its various initiatives, including the redevelopment plans for the city's unique pedestrian mall and coverage of local economic events.[5]

¡Yo Soy Hialeah!
Hialeah Healthy Families, a city-run campaign against childhood obesity, harnesses Yo Soy Hialeah's online video platform to host its multimedia content.[6] Other health-related programming includes episodes produced by The OrganWise Guys, who use puppets to explain simple but effective tips for kids.[7]

Houston's Voice
Houston-based Springboard Social Media hosts virtual social media and marketing workshops to help local business, non-profits, and individuals maximize their time online.[8] PEG content partners have also embraced the online platform as a new channel for distributing whole series of content, such as Houston Community College TV's "United We Stand", a debate show about overcoming adversity.[9]

Made in Medford
Tufts University, a partner on Made in Medford, hosted its annual Edward R. Murrow Journalism Forum in April with renowned journalist Christiane Amanpour. Made in Medford streamed the event live.[10] The event appeared in local media outlets such as *Patch* and *Wicked Local*, as well as the *Boston Globe*. In the community news channel, Made in Medford hosted videos of the community meeting held in June 2013 regarding Mystic River clean-up efforts from the tanker rollover incident.[11]

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5 http://gottalovefresno.com/live/detail/do-you-believe-in-downtown-fresno?blockID=544727&feedID=10753; http://www.gottalovefresno.com/live/detail/state-of-downtown 2013?blockID=544089&feedID=10753.

6 http://www.yosoyhialeah.com/channel/hialeah-healthy-families/.

7 http://www.yosoyhialeah.com/2013/04/30/healthy-bones-growth/.

8 http://houstonsvoice.com/channel/springboardsocialmedia/.

9 http://houstonsvoice.com/video/united-we-stand/; http://houstonsvoice.com/video/no-barriers/.

10 http://madeinmedford.com/04/18/13/Christiane-Amanpour-Talks-with-Tisch-at-/landing.html?blockID=544749.

11 http://madeinmedford.com/community.

Local Look Peterborough
Local Look Peterborough became the official media platform for the Monadnock International Film Festival, which kicked off in early April 2013. The site streamed live events, hosted viewings, and featured interviews with industry players.[12] In addition, Peterborough also hosts events such as the 20th Annual Children and Arts Festival in May, which was prominently featured on the town's channel within Local Look Peterborough.[13]

Philly in Focus
The Greater Philadelphia Cultural Alliance relies on Philly in Focus to promote and cover a number of its live events. At this year's Philadelphia International Festival of the Arts (PIFA) Street Fair, the Alliance interviewed visitors, challenged attendees to Philadelphia-themed "quizzo", and highlighted festivities from this annual event.[14] In addition, Temple University takes advantage of the site's flexibility to create channels focused on specific programming. Aside from its main channel, the university has a specific home for its news, game, and comedy shows.[15]

Marketing Support Update

The pilot communities continue to work with Comcast-funded marketing consultants to promote their local Project Open Voice project and content. Each community hosted special events that showcase the opportunity for local content producers to join the hundreds of other content partners, including PEG programmers, which are hosting content on the platforms. Event highlights include:

Market	Event Details
Fresno	Gotta Love Fresno partnered with local access programmer Community Media Access Collaborative (CMAC) to celebrate the one year anniversary of CMAC's new studio. The June 6, 2013 event was hosted by Gotta Love Fresno highlight host Anthony "Hootz" Taylor, and was covered by *The Fresno Bee*.
Hialeah	Yo Soy Hialeah was on hand to unveil the new Milander Center for Arts and Entertainment at Milander Park. The multi-purpose center boasts 34,500 square feet of facilities including an amphitheater and exhibit space. The event took place June 1, 2013 with a visit from Mayor Carlos Hernandez.
Houston	Houston's Voice hosted a meet-up with existing content providers and Houston-based bloggers to talk about ways to utilize the platform, future upgrades, and search engine optimization best practices. The event was held on June 31, 2013 with presentations by Comcast and platform partner WordPress.

12 http://locallookpeterborough.com/monadnock_international_film_festival.

13 http://locallookpeterborough.com/live/detail/learn-more-about-the-children-and-the-ar?blockID=544927&feedID=10390.

14 http://www.phillyinfocus.com/video/pifa-event-video/.

15 http://www.phillyinfocus.com/channel/temple-university/

Market	Event Details
Medford	Working with the school district, Made in Medford filmed and streamed the local high school's graduation ceremony. The stream was the top viewed video on the site during June 2013, garnering views from as far away as California. The graduation was held on June 7, 2013 with an address from Mayor Michael McGlynn.
Peterborough	In order to recognize existing content partners and attract new ones, Local Look Peterborough hosted the First Annual LLP Video Awards. The Oscar-style event kicked off with a montage of videos from the site and awarded 10 local producers voted on by their peers. The event took place on March 6, 2013 and was hosted by Bill Smith, the Local Look Peterborough community resource, as well as a Comcast representative.
Philadelphia	Philly In Focus partnered with local access studio PhillyCAM to cover and live stream the Kensington Kinetic Sculpture Derby, a design competition and parade of human-powered vehicle floats. In addition to filming, the Philly In Focus team was on hand to promote the site. The derby was held on May 18, 2013.

Working with their marketing advisors, the communities continued to expand their social media presence on Facebook, Twitter, and YouTube. On Facebook, for example, Houston's Voice's followers have doubled since the January 2013 report to more than 3,100. Made in Medford also experienced substantial growth – especially for a smaller market – with 4,300 likes. On Twitter, Philly In Focus now has more than 1,800 followers, while Gotta Love Fresno's content channel has garnered nearly 82,000 YouTube views.

As a result, the Project Open Voice websites are now tapped into a connected network of nearly 3 million people, which includes the total number of Internet, email, and social media connections of its 424 content partners. Comcast has engaged consultants to help augment each pilot community's social media presence. For example, these experts are helping the pilot communities recruit individuals or groups who are considered "top influencers" on social media platforms to help with local initiatives being hosted by Project Open Voice.

Changes Implemented as Result of User Surveys and Other Research

Deploy an improved, scalable platform. In response to feedback from Project Open Voice content partners, all six pilot websites will be built on the WordPress software platform.[16] WordPress is a popular content management system known for its robust multimedia features and easy-to-use controls. All Project Open Voice content partners will soon benefit from WordPress' enhanced content promotion features, including ready-to-use plugins and "widgets" created by the WordPress open-sourced community, and a host of other site upgrades that will make it easier for content partners to program and promote their online channels. The software migration is expected to be completed this summer.

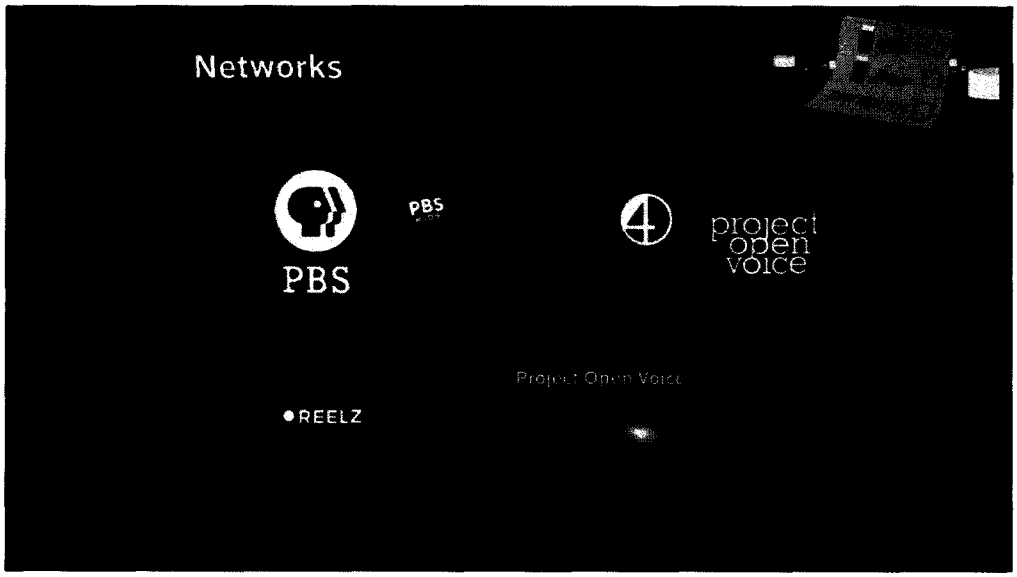
Ensure consumer relevance. Comcast continues to work directly with customers, content providers, and WordPress – with whom Comcast has a strategic relationship – to help broaden the reach of Project Open Voice content. With the upgraded platform, customers who register with the website now have a personalized dashboard experience that allows them to create personal homepages by highlighting content by channel, publisher, geography, tags and category, plus a consolidated community event calendar. These enhanced content and personalization options will benefit customers by aggregating self-selected content and information into a single location.

Promote the pilot platforms through Comcast-NBCUniversal resources. Comcast continues to explore ways to use Comcast and NBCUniversal media platforms to promote Project Open Voice to new audiences and local content creators. For example, in early June 2013, Made in Medford partnered with Comcast's Xfinity.net portal to provide information about the Massachusetts Senate election. Xfinity.net in the Greater Boston region displayed links that directed visitors to candidate and voting information on the Made in Medford website.

[16] At launch, only three of the six sites were built on WordPress.

Appendix A

Project Open Voice VOD Folder



Appendix B

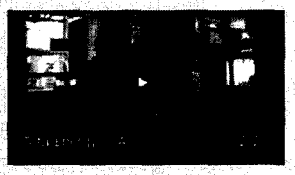
Houston's Voice e-Newsletter

Voice
Houston s

SEE WHAT'S NEW THIS WEEK ON

PLUGGED

Top Videos

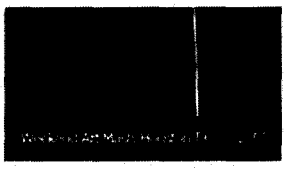


HTown Hero–Linda Toyota Heads Up Asian Chamber

May is Asian Pacific Heritage Month. Following her dreams is our HTown Home Town Hero who is motivated by her parents. Linda Toyota heads up the Houston Asian Chamber of Commerce. The importance of diversity stems back to her family heritage. Her parents, U.S. born of Japanese ancestry, were incarcerated during World War II after Pearl Harbor. Despite being placed in an internment camp, Linda's father enlisted in the all Japanese American U.S. regimental combat team. The exclusion experienced by her parents has influenced her and made diversity/inclusion an important pillar for Linda throughout her life. With more than 20 years experience in the non-profit community, Linda has worked at a wide array of non-profits including the Holocaust Museum Houston, Houston Technology Center, Texas Heart Institute and the Houston Area Women's Center. Linda is now the President of the Asian Chamber of Commerce. The thread that ties her professional and volunteer experience together is the belief in people realizing their full potential.

In addition to Houston's Voice, see Linda's story streaming live on 713News.com or watch the 713News program called "The Magazine Show" airing on Comcast (Ch. 19) every Monday and Wednesday at 7 a.m. and 7 p.m., plus Saturday at 1 p.m., and on KACC-TV at 7:30 a.m. and 11:30 p.m. every day.

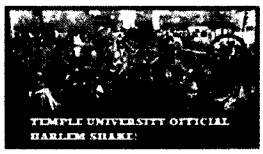
New Videos



Content Partner Highlight

Most Engaged

NEW VIDEOS



TOP VIDEOS

PARTNER NEWS

PHL JUNE ON DEMAND HIGHLIGHTS

APPLY TO WIN A GRANT FOR YOUR NONPROFIT

Each month, the most engaged videos on Philly In Focus are featured on our Xfinity On Demand channel. The top 10 videos are then mashed up and used for our highlights video. Check out this month's video featuring videos from Dîner En Blanc, the Broad Street Run, the PIFA Street Fair and more! View past highlights videos here.

On June 3, NBC10 launched 21st Century Solutions - a grant challenge for nonprofits implementing **new** and **innovative** programs that are moving our city forward. In partnership with the NBCUniversal Foundation, the signature grant program will award the winner with $50,000 and two runners-up will each receive $25,000, totaling $100,000 in the Philadelphia area. (including Delaware and parts of NJ)

Organizations can apply now through July 31st. For more information about the grant or to apply, visit the 21st Century Solutions' Philly In Focus Channel or visit NBC10.com

WHAT'S HAPPENING ON TWITTER

PHL Visitor Cntr
Are you "Rocky Balboa's" number 1 fan? Enter our #iluvRocky Vine contest and u could win a Rocky-themed prize pack bit.ly/11GMT43

Philly Film Office
Charlie Day, "Always Sunny" comedian, talks about his new "oddball" role for @MonstersU. ow.ly/mbCfW #PhillyConnections

Visit Philly
Did you know that City Hall has an observation deck? It does vstphl.ly/YcHNxH

CONTENT PARTNER SIGN UP

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RESOURCES

LEARN ABOUT PIF

EVENT/EMAIL SIGN UP

CLICK TO SIGN UP

EMBED THIS

CLICK TO EMBED

CONNECT