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Lynn R. Charytan
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February 28, 2014

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 Licensees,* MB Docket No. 10-56

Dear Ms. Dortch:

In accordance with the provisions of the Memorandum Opinion and Order adopted in the above-referenced proceeding,[1] Comcast Corporation, for itself and on behalf of NBCUniversal Media, LLC (collectively, the "Company"), hereby submits its third Annual Report of Compliance with Transaction Conditions. This report summarizes the steps the Company has taken across its various business units to comply with each of the Conditions in Appendix A of the *Transaction Order*. In addition, in conjunction with this report, the Company is voluntarily including a summary of its many diversity-related achievements for 2013 and its ongoing diversity initiatives. A copy of this combined report is also available as of today at http://corporate.comcast.com/news-information/nbcuniversal-transaction.

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

Sincerely yours,

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

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[1] *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) ("*Transaction Order*").

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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC

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

THIRD ANNUAL REPORT OF COMPLIANCE WITH TRANSACTION CONDITIONS

Comcast Corporation
NBCUniversal Media, LLC

300 New Jersey Avenue, NW
Suite 700
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February 28, 2014

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February 28, 2014

THIRD ANNUAL REPORT OF COMPLIANCE WITH TRANSACTION CONDITIONS

Comcast Corporation ("Comcast"), for itself and on behalf of NBCUniversal Media, LLC ("NBCUniversal") (and collectively, the "Company"), submits its third annual report regarding the Company's compliance with the conditions set forth in Appendix A (the "Conditions") of the *Transaction Order*[1] for the period of January 29, 2013 through January 28, 2014 (the "Reporting Period"). In accordance with Condition XIX of the *Transaction Order*, a copy of this report is available as of today on the Corporate Website.[2]

This report is structured as follows. *Part One: Compliance with Specific Conditions* reviews the steps the Company has taken during the Reporting Period with respect to each of the Conditions.[3] *Part Two: Overview of Progress on Voluntary Diversity Commitments* highlights some of the diversity and inclusion-related accomplishments that the Company has achieved during the Reporting Period.

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[1] *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 the Erratum released on March 9, 2011). Capitalized terms have the meaning ascribed herein and do not necessarily conform to the terms or definitions used in the *Transaction Order*.

[2] *See* http://corporate.comcast.com/news-information/nbcuniversal-transaction ("Corporate Website").

[3] *Part One* is organized to correspond with each section of the Conditions. Where a particular section is definitional only or otherwise does not include directives requiring or prohibiting certain conduct, this report nonetheless includes a reference for completeness.

As previously reported, transaction compliance is led by David L. Cohen, Comcast Corporation's Executive Vice President, and supported by dedicated Transaction Compliance Teams at both Comcast and NBCUniversal. The teams collaborate to ensure consistency in compliance methods, interpretation, and oversight across the Company's numerous business units, train relevant personnel, and review any transaction that may implicate the Conditions.

Compliance oversight efforts were further enhanced during the Reporting Period by the Company-wide deployment of a database that facilitates the Transaction Compliance Teams' review of business unit progress towards meeting of compliance milestones under the Conditions and related commitments and agreements.

PART ONE: COMPLIANCE WITH SPECIFIC CONDITIONS

I. DEFINITIONS

Provision defining the terms used in the Conditions: This section is definitional only.

II. ACCESS TO COMCAST-NBCUNIVERSAL PROGRAMMING

Provision establishing that multichannel video programming distributors ("MVPDs") may submit program access disputes to commercial arbitration: NBCUniversal remains committed to good faith commercial negotiations designed to make its programming available to MVPDs at a mutually acceptable price, and on mutually acceptable terms and conditions. No MVPD has submitted any program access dispute to commercial arbitration during the Reporting Period.

III. CARRIAGE OF UNAFFILIATED VIDEO PROGRAMMING

1. Non-Discriminatory Carriage

Prohibition on the Company discriminating in video programming distribution on the basis of affiliation or non-affiliation: Compliance with the program carriage requirements is integrated into the Company's day-to-day business and guides its carriage decisions; this is also an area of focus for the Comcast Transaction Compliance Team. No program carriage complaints were filed against Comcast during the Reporting Period. Further, Comcast continued to demonstrate its commitment to the distribution of unaffiliated programming by launching new independent networks and substantially expanding the distribution of several existing independent networks owned by or focused on diverse audiences.[4]

2. Neighborhooding

Requirement that independent news channels be included if Comcast creates news neighborhoods: On September 26, 2013, the Commission ruled on Bloomberg's complaint and

[4] *See also Part One: Compliance with Specific Conditions*, Section III.3, and *Part Two: Overview of Progress on Voluntary Diversity Commitments*, Section D.

the resulting petitions to deny.[5] Comcast and Bloomberg cross-appealed and the case is pending review.[6] Comcast has fully repositioned Bloomberg Television in all relevant markets in accordance with the Commission's order.

3. New Independent Networks

Requirement to launch 10 new independently owned or operated networks within eight years, eight of which are to be minority owned or controlled: Comcast has now launched five of the 10 independent networks that it committed to in the Transaction. As previously reported, Comcast launched BBC World News in 2011 and, with the 2012 launch of AsPIRE and Baby First Americas, satisfied the first milestone of its voluntary commitment to launch independent networks with Hispanic American or African American ownership or management. Comcast has now satisfied the second milestone by launching two additional minority owned or operated independent channels during the Reporting Period: First, REVOLT, a new music and pop culture network created by music icon Sean "Diddy" Combs and MTV veteran Andy Schuon, launched in October 2013 and is now available in 25 Comcast markets.[7] Second, in December 2013, Comcast began distributing El Rey, a new network by acclaimed writer-director Robert Rodriguez for Hispanic and general audiences that includes programming that features, and is produced or directed by, Hispanic celebrities and public figures. El Rey is now available in 18 Comcast markets.

4. Program Carriage Complaints

Procedure for bringing carriage complaints: This section is administrative in nature.

IV. ONLINE CONDITIONS

A. <u>Online Program Access Requirements and Procedures</u>

Provision setting forth program access requirements that obligate the Company to provide its programming for online display by third parties in certain circumstances: Agreements with online video distributors ("OVDs") have become a regular part of the Company's program licensing business, as they were before the Transaction. NBCUniversal entered into or renewed agreements with several OVDs during the Reporting Period, including

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[5] *Bloomberg L.P. v. Comcast Cable Communications, LLC*, MB Docket No. 11-104, Memorandum Opinion and Order (rel. Sep. 26, 2013).

[6] *Bloomberg L.P. v. Federal Communications Commission*, Case No. 13-3788 (2d Cir.).

[7] J.T. Ramsay, *Comcast Brings REVOLT to Xfinity TV* (Oct. 21, 2013), http://corporate.comcast.com/comcast-voices/comcast-brings-revolt-to-xfinity-tv.

deals with Amazon,[8] Drama Fever,[9] Hoopla,[10] Netflix, Sensio,[11] and others, as well as deals with several MVPDs that include access to linear channels across multiple platforms. In addition to these arrangements, NBCUniversal continues to negotiate with OVDs for carriage of its linear programming networks.

The applications for review in the Project Concord arbitration remain pending,[12] as does the application for review filed by several content companies challenging the Media Bureau's clarification that OVDs invoking the Benchmark Condition must disclose the terms of the comparable peer agreements to NBCUniversal's outside counsel and consultants to the extent necessary to enable NBCUniversal to carry out its obligations under the Condition.[13]

B. <u>Exclusivity/Windowing</u>

Restriction on the Company's ability to enter into or enforce provisions designed to limit online video distribution, except in certain circumstances: The Company carefully reviews proposals to limit online display of video programming, whether in carriage or licensing agreements, to ensure compliance with this Condition. The Company believes that its approach positions it as the most "online friendly" programmer and MVPD in the industry. Notably, the Company continually receives proposals from MVPDs and programmers alike that seek to limit online display of programming, illustrating the degree to which the practice remains common in the industry.

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[8] Press Release, Prime Instant Video Adds Exclusive Subscription Streaming Access to Popular NBCUniversal shows Covert Affairs, Defiance, Grimm, Hannibal, and Suits (May 16, 2013), http://www.businesswire.com/news/home/20130516005743/en/Prime-Instant-Video-Adds-Exclusive-Subscription-Streaming.

[9] T. Spangler, *NBCU's Telemundo Sets Streaming Deal for Telenovelas with DramaFever* (Dec. 13, 2013), http://variety.com/2013/digital/news/nbcus-telemundo-sets-streaming-deal-for-telenovelas-with-dramafever-exclusive-1200952682/.

[10] Press Release, Hoopla Digital Announces Agreements with Universal Pictures, MGM, National Geographic and BBC America to Expand Mobile Content Offering for Public Libraries (Nov. 6, 2013), http://www.prnewswire.com/news-releases/hoopla-digital-announces-agreements-with-universal-pictures-mgm-national-geographic-and-bbc-america-to-expand-mobile-content-offering-for-public-libraries-231080121.html.

[11] Press Release, Sensio Announces Licensing Agreement with Universal Studios to Offer D Movies on 3DGO! (Oct. 13, 2013), http://sensio.tv/news_print.php?lang=en&id=108.

[12] *In the Matter of Arbitration between Project Concord, Inc. v. NBCUniversal Media, LLC*, MB Docket No. 10-56, Project Concord, Inc. Application for Review (filed Dec. 13, 2012); NBCUniversal Media LLC's Application for Review (filed Dec. 13, 2012).

[13] MB Docket No. 10-56, Order (rel. Dec. 4, 2012).

C. Continued Access to Online Content and Hulu

1. Continued Programming on NBC.com

Requirement to continue to provide equivalent programming on NBC.com on equivalent terms and conditions: During the Reporting Period, NBC.com maintained programming of the equivalent type, quantity, and quality as provided by the site on the date of the *Transaction Order*, and on equivalent terms and conditions.

2. Preexisting OVD Deals

Obligation to honor any agreement or arrangement entered into before the date of the Transaction Order providing rights to online video programming: Preexisting licenses for online display of programming continue to be honored until the close of their existing terms, absent material breach by the licensee.

3. Provision of Content to Hulu

Requirement that NBCUniversal renew its agreements with Hulu on substantially the same terms and conditions as the other two content partners (Disney-ABC Television Group and Fox Entertainment Group): As previously reported, the parties' interactions in this regard have been conducted in accordance with the provisions of this Condition.

4. Relinquishment of Control over Hulu

Obligation to convert NBCUniversal's interest in Hulu to one that is purely economic: As previously reported, this obligation has been completed.[14]

D. Standalone Broadband Internet Access Service ("BIAS")

1. Provision of Standalone BIAS

Requirement to provide BIAS on a standalone basis and to offer a new 6 Mbps down service at no more than $49.95 per month: Comcast continues to offer, on a standalone basis and at reasonable prices, any tiers of BIAS that it offers on a bundled or multi-product basis. Comcast also offers its "Performance Starter" tier, a 6 Mbps down standalone BIAS service, priced at $49.95 per month. Pursuant to the *Broadband Consent Decree* entered into with the Commission on June 27, 2012, Comcast will continue to offer Performance Starter at least

[14] Letter from Lynn R. Charytan, Senior Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56 (Feb. 22, 2011).

through February 21, 2015.[15] The *Broadband Consent Decree* also imposes training and other requirements to reinforce Comcast's standalone BIAS obligations, which are discussed in a separate report.

2. Visibly Offer and Actively Market Retail Standalone BIAS

Obligation to visibly offer and actively market standalone BIAS: Comcast regularly promotes standalone BIAS in its general marketing efforts, referencing the standalone BIAS options in advertisements and other promotional materials. As required by the *Broadband Consent Decree*, Comcast supplemented its normal practices during the Reporting Period with an additional major advertising campaign for its standalone BIAS offerings. As previously reported, Comcast has implemented safeguards designed to ensure that standalone BIAS services are actively marketed, including a requirement that all Comcast's customer service representatives ("CSRs") undergo training, and that all information concerning standalone BIAS offerings, including Performance Starter, is included on Comcast product lists and in ordering systems at Comcast retail locations. Comcast also maintains a linkable web page devoted exclusively to describing (*e.g.*, price and speed) and permitting online purchase of all retail standalone BIAS offerings, including Performance Starter, by both new and existing Comcast customers. In fact, an increasing percentage of the standalone BIAS customers are signing up through the web page. These commitments have been reinforced – and with respect to training, expanded – pursuant to the *Broadband Consent Decree*.

3. BIAS Annual Report

Requirement that Comcast file a report regarding its compliance with Condition IV.D.1 annually and upon any standalone BIAS price adjustment: Comcast filed the reports required by this Condition.[16]

E. <u>Other BIAS Conditions</u>

1-2. Specialized Service Requirements

Requirements that apply should Comcast offer a "Specialized Service" that includes its own or third party content: Comcast is not offering any "Specialized Service" as described in Condition IV.E.

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[15] Comcast agreed to extend the Standalone BIAS Condition for one year (until February 21, 2015) and change the earliest date upon which it is permitted to increase the price of Performance Starter to August 22, 2013. *In the Matter of Comcast Corporation*, File No.: EB-11-IH-0163, Consent Decree (rel. Jun. 27, 2012) ("*Broadband Consent Decree*"), at ¶ 15.

[16] Letters from Lynn R. Charytan, Senior Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56 filed on Feb. 22, 2013, May 5, 2013, and February 21, 2014.

3. 12 Mbps Offering

Obligation to offer a BIAS tier of at least 12 Mbps down in all Comcast DOCSIS 3.0 markets: A "Performance" service tier with at least 12 Mbps download speeds continues to be offered across Comcast's entire DOCSIS 3.0 footprint. During the Reporting Period, the downstream speed of the Performance tier was increased to at least 20 Mbps in Comcast's top 30 markets – and in fact, each of those same markets offers service with downstream speed of at least 105 Mbps.

F. "Specialized Service" on Comcast Set-Top Boxes ("STBs")

Provision noting that the requirements of Condition IV.E.1 and 2 will apply should Comcast STBs enable access to a "Specialized Service": Because Comcast is not offering any "Specialized Service" as described in Condition IV.E, this Condition does not apply.

G. Unfair Practices

Prohibition on unfair methods of competition, retaliation, and improper influence: The requirements of this Condition are consistent with the Company's ordinary business practices and have been fully complied with.

V. NOTICE OF CONDITIONS

Requirement that the Company provide notice of the Conditions to OVDs, MVPDs, and video programming vendors in connection with expiring agreement or new requests: In response to new requests for carriage or programming, or expiring agreements, the Company provides the requesting party with a copy of the Conditions by e-mail. During the Reporting Period, NBCUniversal distributed over 1,100 notices of Conditions to MVPDs, video programming vendors, and OVDs, and Comcast distributed approximately 220 notices to programmers.

VI. REPLACEMENT OF PRIOR CONDITIONS

Provision replacing Adelphia arbitration procedures: This Condition is administrative in nature.

VII. COMMERCIAL ARBITRATION REMEDY

Procedures for arbitration: This Condition is administrative in nature; however, to the extent that the Company has engaged in arbitration pursuant to the Conditions to date, these procedures have governed.

VIII. MODIFICATIONS TO AAA RULES FOR ARBITRATION

Modification of the American Arbitration Association's rules: This Condition is administrative in nature.

IX. BROADCAST CONDITIONS

Requirement to comply with Sections 2, 3, and 7 of the June 3, 2010 Agreement between Comcast Corporation, NBC Universal, Inc., and the NBC Television Affiliates (the "NBC Affiliates Agreement"), and with all of the terms of the June 21, 2010 Agreement between Comcast Corporation and the ABC Television Affiliates Association, the CBS Television Network Affiliates Association, and the FBC Television Affiliates Association (the "ABC, CBS and Fox Affiliates Agreement")[17]: As previously reported, the Company maintains separation between its cable and broadcast businesses with respect to NBCUniversal's negotiation of affiliation agreements and retransmission consent agreements with non-Comcast MVPDs, and Comcast's negotiations of retransmission consent agreements with broadcasters.[18] In addition, the Company abides by its affiliate market integrity obligations,[19] and it has maintained major sporting events on the NBC Network, including approximately 182.5 hours of 2014 Sochi Winter Olympics coverage earlier this month.[20]

X. DIVERSITY CONDITIONS

The Company continues to strengthen and enrich its offering of diverse programming choices, expanding the distribution of diverse networks, and featuring thousands of On Demand ("VOD") and On Demand Online ("Online") choices geared toward African American, Asian American, and Hispanic audiences. Since the Closing of the Transaction, Comcast has launched a family of award-wining microsites specific to the diverse communities.[21] In 2013, Comcast launched Xfinity.com/Asia, an online portal that brings together a wealth of Asian-Pacific entertainment content from a variety of sources.[22] The microsite gives Xfinity customers access to special programming across the Xfinity platforms – TV, VOD, online, and on mobile devices. Comcast also launched Xfinity.com/CelebrateBlackTV, a new Internet destination featuring special programming celebrating Black History Month recognizing the many contributions of the

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[17] Appendix F to the *Transaction Order*.

[18] NBC Affiliates Agreement, at § 3.

[19] NBC Affiliates Agreement, at §§ 2, 7.

[20] A. Kondolojy, *NBCUniversal to Provide Unprecedented Coverage of 2014 Sochi Olympics* (Dec. 19, 2013), http://tvbythenumbers.zap2it.com/2013/12/19/nbcuniversal-to-provide-unprecedented-coverage-of-2014-sochi-olympics/223746/.

[21] *See* Xfinity - The Most Multicultural Content Anywhere, Anytime, http://corporate.comcast.com/news-information/news-feed/the-most-multicultural-content-anywhere-anytime.

[22] Press Release, Xfinity Launches Online Destination for Asian-Pacific Entertainment (May 2, 2013), http://corporate.comcast.com/news-information/news-feed/xfinity-launches-online-destination-for-asian-pacific-entertainment.

African-American culture and community to the US and the world.[23] And, to commemorate the 50th anniversary of the March on Washington led by Martin Luther King, Jr., the Company launched HisDreamOurStories.com, an award-wining website featuring more than 80 interviews with civic leaders, elders, clergy, and activists involved in the Civil Rights movement.[24]

The newly-created Hispanic Enterprises and Content unit is charged with expanding NBCUniversal's reach and relevance to Hispanic audiences across its news and entertainment platforms. The Telemundo network ranked as the fastest growing Spanish-language network year-over-year in primetime among total viewers and adults 18-49,[25] and Telemundo Studios, the biggest producer of Spanish-language original content in the country, continues to expand a production operation that now delivers more than 750 hours of telenovela programming a year through its Miami studios. According to *Variety*, "NBCUniversal's willingness to invest in making Telemundo more competitive in its battle against Univision and other outlets vying for Hispanic audiences has been a spark for the domestic Spanish-language marketplace."[26]

1. Telemundo Multicast Channel

Requirement that the Company launch a new multicast channel on its Telemundo Station Group stations by January 28, 2012, and make this programming available to Telemundo affiliates: As previously reported, this obligation has been completed.

2-3. Telemundo and mun2 Programming on VOD and Online

Requirement that the Company use its VOD and Online platforms to feature Telemundo programming and increase the number of Telemundo and mun2 VOD programming choices from 35 to 100 choices within 12 months and by an additional 200 choices within 3 years: The Company has met the three year milestone required by this Condition. By the end of the Reporting Period, there were 335 Telemundo and mun2 VOD programming choices available on

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[23] Press Release, Comcast's Xfinity Celebrates Black History Month with Special Entertainment Collection and Online Destination (Jan. 31, 2013), http://corporate.comcast.com/news-information/news-feed/comcasts-xfinity-celebrates-black-history-month-with-special-entertainment-collection-and-online-destination.

[24] R. T. Umstead, *Comcast, Cable Nets to Commemorate 'March on Washington' Anniversary* (Aug. 23, 2013), http://www.multichannel.com/blogs/picture/comcast-cable-nets-commemorate-%E2%80%98march-washington%E2%80%99-anniversary.

[25] A. Kondolojy, *Telemundo is the Fastest Growing Network in Adults 18-49 During Primetime Compared to Last Summer* (Aug. 28, 2013), http://tvbythenumbers.zap2it.com/2013/08/28/telemundo-is-the-fastest-growing-network-in-adults-18-49-during-primetime-compared-to-last-summer/199865/.

[26] C. Littleton, *NBCUniversal Bets Big on Original Spanish-Lingo Productions* (Jul. 30, 2013), http://variety.com/2013/tv/news/nbcuniversal-bets-big-on-original-spanish-lingo-productions-1200569558/.

Comcast's central VOD storage facilities.

Telemundo became the fourth NBCUniversal network to launch a TV Everywhere product: the Telemundo Now mobile app and TelemundoNow.com, both of which allow authenticated viewers to watch full episodes of Telemundo's best programs on the web.[27] Telemundo and mun2 programming is available to authenticated subscribers on Comcast's XfinityTV.com portal, which featured over 200 Telemundo and mun2 choices, including full-length episodes of popular programs like Telemundo's *Rosa Diamante*, and *Dama y Obrero*, and mun2's *Larrymania*.[28] In addition, Telemundo and mun2 continue to offer long and short form programming on their respective websites.[29]

4. New Weekly Business Program

Obligation to work with an independent producer to produce a new weekly business news program: As previously reported, the Company fulfilled this obligation.

5. Independent Programming Reports

Requirement to file quarterly reports concerning the independent programming aired by the Company's owned or controlled stations and programming networks: The Company filed reports with the Commission containing information on the independent programming aired by each of the Company's owned or controlled stations and programming networks during each calendar quarter.[30] The reports were posted and remain available on the Corporate Website, and are also accessible through a link posted on the homepage of each reporting station or network. While the Condition establishes no target, it is worth noting that, as detailed in the reports, the Company's owned or controlled stations and programming networks collectively aired approximately 123,942 hours of independent programming during 2013, an average of almost 31,000 hours per quarter.

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[27] TVNewsCheck.com, *Telemundo Media Launches TV Everywhere* (Oct. 22. 2013), www.tvnewscheck.com/article/71407/telemundo-media-launches-tv-everywhere.

[28] *See* http://xfinitytv.comcast.net/tv-networks/Telemundo/80/main and http://xfinitytv.comcast.net/tv-networks/mun2/484/main.

[29] *See* http://msnlatino.telemundo.com/videos/allprograms and http://www.mun2.tv/watch/full-episodes.

[30] The reports were filed in MB Docket No. 10-56 on the following dates: April 15, 2013 (first quarter); July 15, 2013 (second quarter); October 31, 2013 (third quarter); and January 15, 2014 (fourth quarter) and are available at http://corporate.comcast.com/news-information/nbcuniversal-transaction/independent-programming.

XI. LOCALISM

1. News, Public Affairs, and Other Local Public Interest Programming

Obligation to "preserve and enrich the output of local news, local public affairs, and other public interest programming" through the use of certain windows on the NBCUniversal-owned stations, time slots on the cable channels, and Comcast VOD and Online platforms: Beyond the considerable, long-term investments in local news operations summarized in previous annual reports, the Company continues to preserve and enhance local news by making strategic investments in its owned stations, including new and upgraded broadcast facilities in the Dallas-Fort Worth and Philadelphia markets.[31]

a. Preservation of Current Levels of NBC and Telemundo News and Information Programming

Prohibition on reduction of current level of news and information programming on the stations that comprise the NBC Owned Television Stations and Telemundo Station Group divisions: During the Reporting Period, the NBCUniversal-owned NBC and Telemundo television stations collectively aired more news and information programming than aired in the year preceding the Closing of the Transaction.

b. Increased Investment in NBC Local News

Obligation to expand newscasts at the stations that comprise the NBC Owned Television Stations division: The NBC Owned Television Stations division continues to make significant investments in its stations. A key highlight was the October 2013 inauguration of a state-of-the-art broadcasting and multimedia facility for KXAS in Dallas-Fort Worth. The building is also home to Telemundo Dallas (KXTX), and the NBC News Dallas-Fort Worth network bureau.[32] The NBC Owned Television Stations division also increased its newsgathering capabilities with the addition of a new news helicopter at WCAU in Philadelphia, a new specialized weather truck at WRC in Washington, D.C. and a new satellite and microwave truck at WVIT in Connecticut,

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[31] In addition, Telemundo launched a new $10 million studio at its Hialeah headquarters as part of its preparations for coverage of the FIFA World Cup Soccer series, beginning in 2015. *See* C. Lackner, *Telemundo Launches $10 Million Studio, Miami Today* (Aug. 15, 2013) http://www.miamitodaynews.com/2013/08/15/telemundo-launches-10-million-studio/.

[32] TVNewsCheck.com, *KXAS Opens State-of-the-Art Building* (Oct. 1, 2013), www.tvnewscheck.com/article/70871/kxas-opens-stateoftheart-building.

among other investments. In addition, in 2013 WMAQ in Chicago added five new members to its investigative team to bolster its investigative coverage.[33]

The NBC Owned Television Stations won a number of awards in 2013 for local news coverage and investigations conducted in the prior year, including a National Edward R. Murrow Award for WNBC in New York for its breaking news coverage of Hurricane Sandy,[34] and a Peabody Award for WVIT in Connecticut for its coverage of the Sandy Hook Elementary School tragedy.[35]

c. Increased Investment in Telemundo Local News

Obligation to increase investment in the Telemundo Station Group's locally-produced newscasts, over three years: The news operations of the Telemundo Station Group's stations continue to benefit from the Company's multimillion dollar investment. As mentioned above, Telemundo Dallas (KXTX) now shares a state-of-the-art broadcasting and multimedia news facility with sister station NBC Dallas-Fort Worth. In addition, Telemundo Philadelphia (WWSI), one of two new stations added to the Telemundo Station Group during the Reporting Period,[36] began airing two new, Spanish-language newscasts on January 13, 2014 during weeknights at 6:00 and 11:00 P.M., the first-ever local newscast for the station.[37] The newscasts originate from the same facility that houses NBC 10 Philadelphia (WCAU), which allows

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[33] A. Dodson, *WCAU SkyForce 10 Features All The Bells And Whistles* (Aug. 8, 2013), http://www.tvnewscheck.com/playout/2013/08/wcau-skyforce-10-features-all-the-bells-and-whistles/; L. Cayne, *Storm Team 4x4 Broadcasts From the Storms* (May 30, 2013), http://www.nbcwashington.com/news/local/Storm-Team-4x4-Broadcasts-From-the-Storms-209548531.html; D. McAdams, *WVIT-TV Unveils HD ENG Truck* (Aug. 8, 2013), http://www.tvtechnology.com/article/wvit-tv-unveils-hd-eng-truck/220915; L. Lazare, *WMAQ-Channel 5 to Expand Investigative Team* (Jun. 26, 2013), http://www.bizjournals.com/chicago/news/2013/06/26/wmaq-channel-5-to-expand-investigative.html?page=all.

[34] *See* list of 2013 National Edward R. Murrow Award Winners at http://rtdna.org/content/2013_national_edward_r_murrow_award_winners#.UvLGf9K1yM4.

[35] D. Marzalek, *Local News Peabody Winners Up Close, Pt. 2* (Apr. 3, 2013), http://www.tvnewscheck.com/article/66737/local-news-peabody-winners-up-close-pt-2.

[36] TVNewsCheck.com, *Telemundo Closes on Purchase of WWSI* (Jul. 2, 2013), www.tvnewscheck.com/article/68674/telemundo-closes-on-purchase-of-wwsi; Press Release, NBCUniversal Owned Stations Acquire KTLM-TV in Rio Grande City, Texas (Jan. 2, 2014), http://nbcumv.com/mediavillage/localmedaidivision/nbclocalmediadivision/pressreleases?pr=contents/press-releases/2014/01/02/nbcuniversalown1506404.xml.

[37] WWSI has long been a Telemundo affiliate, but did not produce local news under its previous owners.

Telemundo Philadelphia to benefit from the equipment and expertise of its sister station.[38] The newscasts also benefit from new technology investments at Telemundo Philadelphia, including a more powerful transmitter and a stronger antenna for HD broadcasts. In support of the launch, Telemundo Philadelphia recruited 15 Spanish-speaking journalists and other professionals to fill the roles of reporter, producer, anchor, and photographer, as well as positions in sales, finance, and engineering.[39]

2-3. 1,000 Hours of Additional Local News and Information

a. NBC Owned Television Stations

Requirement that the stations that comprise the NBC Owned Television Stations division produce an additional 1,000 hours per year of original, local news and information programming to air on multiple platforms: During 2013, across the 10 stations that comprise the NBC Owned Television Stations division, the Company produced and aired approximately 2,500 hours of regularly scheduled local news programming over and above the amount aired in the year preceding the Closing of the Transaction.[40] This total exceeds the requirement in this Condition by approximately 1,500 hours. As previously reported, the increase was accomplished primarily by expanding local newscasts on the stations' primary channels. In the last year, several NBC Owned Television Stations continued to increase the news and information programming they provide to their local communities, including additional weekend news broadcasts on WMAQ in Chicago, KNBC in Southern California, and WNBC in New York. WCAU in Philadelphia added a new local high school sports show to its weekend schedule, including extensive highlights and scores from high school games across the Pennsylvania, New Jersey, and Delaware viewing area.[41]

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[38] TVNewsCheck.com, *Telemundo's WWSI Gets Ready to Make News* (Dec. 10, 2013), www.tvnewscheck.com/article/72577/telemundos-wwsi-gets-ready-to-make-news.

[39] TVNewsCheck.com, *WWSI Philly Hiring 15 to Launch Local News* (Sep. 11, 2013), www.tvnewscheck.com/article/70384/wwsi-philly-hiring-15-to-launch-local-news.

[40] In 2013, the stations that comprise the NBC Owned Television Stations division continued to add local news programming on their primary channels; however reductions in the local newscasts on the stations' multicasts resulted in a small net reduction from 2012. Nonetheless, the stations maintained a cumulative total of local news and information programming approximately 2,500 hours above the news totals in the year preceding the Closing of the Transaction.

[41] M. Knox, *WMAQ Expands Weekend Morning Newscasts* (Jul. 9, 2013), http://www.mediabistro.com/tvspy/wmaq-expands-weekend-morning-newscasts_b96847; TVNewsCheck.com, *KNBC L.A. Expands Weekend Newscasts* (Feb. 6, 2013), http://www.tvnewscheck.com/article/65312/knbc-la-expands-weekend-newscasts; TVNewsCheck.com, *WCAU Expands High School Sports Coverage* (Aug. 21, 2013), http://www.tvnewscheck.com/article/69879/wcau-expands-high-school-sports-coverage.

In addition, COZI TV, a 24 hour national network that airs on the NBC-owned stations' multicast channels, also offers flexible time blocks for the stations to air expanded coverage of local and national news, sports, and special events. The extra capacity on the multicast channels was used to provide expanded coverage of local news and public affairs, such as the final debate in the New York City's Mayor's race.

b. Telemundo Station Group

Requirement that at least six of the stations that comprise the Telemundo Station Group division collectively produce an additional 1,000 hours per year of original, local news and information programming: During 2013, the owned Telemundo stations collectively produced and aired approximately 2,300 hours of regularly scheduled local news programming over and above the amount aired in the year preceding the Closing of the Transaction, not including the news from the recently acquired stations. This total exceeds the requirement in this Condition by approximately 1,300 hours. News and information programming added during this Reporting Period includes new local weekend newscasts at Telemundo's new station in Philadelphia, and an expansion of the morning news from one to two hours each day at Telemundo's New York area station.

4. News and Information Programming Reports

Requirement to file quarterly reports regarding the news and information programming aired on the stations that comprise the NBC Owned Television Stations and the Telemundo Station Group divisions: The Company filed reports with the Commission containing information on the news and information programming aired by the stations that comprise the NBC Owned Television Stations and the Telemundo Station Group divisions during each calendar quarter.[42] The reports were posted and remain available on the Corporate Website, and are also accessible through a link posted on the homepage of each reporting station. While the Condition establishes no target, it is noteworthy that, as detailed in the reports, the stations that comprise the NBC Owned Television Stations and the Telemundo Station Group divisions collectively aired approximately 27,913 hours of news and information programming during 2013, an average of almost 7,000 hours per quarter.

5. Non-Profit News Partners

Requirement that half of the 10 stations that comprise the NBC Owned Television Stations division establish cooperative arrangements with locally focused non-profit news organizations: Attached as Appendices A and B and incorporated by reference are the reports filed on July 29, 2013 and January 28, 2014 pursuant to and reporting compliance with this

[42] The reports were filed in MB Docket No. 10-56 on the following dates: April 15, 2013 (first quarter); July 15, 2013 (second quarter); October 31, 2013 (third quarter); and January 15, 2014 (fourth quarter) and are available at http://corporate.comcast.com/news-information/nbcuniversal-transaction/news-and-information-programming.

Condition.[43] As required by Condition XI.5.f, copies of both reports were posted and remain available for public viewing on the homepage of each of the 10 stations that comprise the NBC Owned Television Stations division.

6. More VOD Choices at No Additional Charge

Obligation to continue providing at least 20,000 VOD choices at no additional charge to Comcast customers within three years of the Closing of the Transaction: The Company has met the three year milestone required by this Condition. During 2013, the total number of VOD choices available at no additional charge to Comcast customers averaged 38,991 a month, nearly doubling the 20,000 choices needed to satisfy the final year-three requirement of this Condition.

7. Broadcast Content on VOD

Obligation to make available certain broadcast content at no additional charge on Comcast's VOD service for three years after the Closing of the Transaction: The Company has met the three year milestone required by this Condition. During 2013, Comcast offered an average of 739 VOD broadcast content choices a month (or a cumulative total of about 9,000 choices) to its customers at no additional charge; and Comcast's VOD service continues to be the only VOD service that offers programming from all four major broadcast networks as soon as the day after it airs.

XII. JOURNALISTIC INDEPENDENCE

Requirement that the Company continue NBCUniversal's policy of journalistic independence: NBCUniversal's policy of journalistic independence remains in effect and is overseen by David McCormick, NBCUniversal News Ombudsman and Vice President of Standards at NBC News, and supported by Kevin Keeshan, Senior Vice President, News Content and Standards, of the NBC Owned Television Stations division and Osvaldo "Ozzie" Martínez, Telemundo News and Standards. Comcast has likewise adopted a policy to ensure the journalistic independence of the news programming organizations of all NBCUniversal networks and stations.

XIII. CHILDREN'S PROGRAMMING

1. Additional Children's VOD and E/I Programming

a-b. *Requirement to add an additional 500 VOD programming choices appealing to children and families to Comcast's central VOD storage facilities by year-one and an additional 1,000 choices by year-three*: The Company has met the three year milestone required by this Condition. Total children's VOD programming choices during 2013 averaged 6,871 per month. This represents 4,093 more children's VOD choices than the 2,778 average monthly choices

[43] Letters from Lynn R. Charytan, Senior Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56, dated July 29, 2013 and January 28, 2014.

available during the year preceding the Closing of the Transaction. In addition, Comcast has provided its authenticated subscribers with access to most of these additional VOD programs through XfinityTV.com to the extent it had the rights to do so. Comcast also launched its Xfinity TV "Summer of Kids" event to spotlight its substantial library of family-friendly VOD content, along with more than 1,000 downloadable children's assets.[44]

c. *Obligation to provide one additional hour per week of children's "core" E/I programming*: As previously reported, all 10 stations that comprise the NBC Owned Television Stations division are airing an additional (fourth) hour of children's E/I programming every week on their qualifying multicast channels. The Telemundo Station Group is also airing an additional hour of E/I programming every week on each station's primary channel, and now airs two hours of children's educational programming on each station's primary channel on Saturday and Sunday morning, for a total of four hours per week.

2. Ratings Icons and Parental Controls

a. Improved Ratings Icons

Requirement that the Company provide clear and understandable on-screen TV ratings information for all original entertainment programming on its broadcast and cable networks in compliance with the cable industry's best-practice standards: As previously reported, NBCUniversal broadcast and cable networks have implemented the improved ratings icons required by this Condition.

b. Improved Parental Controls

Requirement that the Company provide improved parental controls for Comcast program guides and STB applications: As previously reported, Comcast enhanced the functionality of the parental controls in 2011.

c. Parental Dashboard

Obligation to provide a parental dashboard that places all parental controls in one place, and white listing capabilities on tru2way boxes, by the end of 2013: The requirements of this Condition have been fulfilled. Comcast's set top boxes ("STBs"), including tru2way boxes, include a menu-level parental control center where parents can set PIN access to block content based on ratings, channel, or program title. In addition, Comcast offers a VOD folder containing Common Sense Media ("CSM") rated materials divided into subfolders for different ages. This "whitelisting" feature gives parents the opportunity to find and play age-appropriate, third-party-evaluated content for their children. For ease of access, the VOD folder is also accessible through a channel number on the programming guide.

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[44] Press Release, Xfinity TV Delivers Biggest Kids Event Ever (Jul. 1, 2013), http://corporate.comcast.com/news-information/news-feed/comcasts-xfinity-tv-launches-biggest-kids-event-ever-bringing-parents-and-on-the-go-families-the-best-kids-content-from-top-networks.

Comcast also launched a parental controls microsite (http://xfinity.comcast.net/parents/) to help parents manage what their kids are watching on TV, Online, and on mobile devices. The parental controls microsite provides an abundance of resources to help families make smarter decisions about what is age-appropriate for their children online and on TV, including games, tips, and how-to guides. Families can learn here how to talk about online behavior, explore TV and movie ratings, decide what content is age appropriate, and set controls across a variety of platforms – whether a smartphone, tablet, laptop, computer, or TV. Additionally, the Xfinity To Go app features a dedicated family and kids content section, making it easier than ever for parents to find what they are looking for while on-the-go.[45]

d. Blocking Capabilities of IP-based STBs

Obligations to provide parental controls and blocking capabilities for IP-based STBs: Comcast does not currently offer IP-based STBs, so the obligations in this sub-section have not been triggered.

e. Online Ratings Icons

Obligation to include program ratings information in the Company's produced or licensed programming that the NBCUniversal networks provide to NBC.com, to other NBCUniversal websites, and to Hulu.com: As previously reported, all of the programming provided by the NBCUniversal networks to NBC.com, other NBCUniversal websites, and Hulu.com includes online program ratings information.

3. Partnership with Common Sense Media ("CSM")

Requirement to expand the Company's partnership with organizations offering enhanced information to help guide family viewing decisions: The Company continues to use CSM materials as part of its efforts to provide parents with information to help them make educated viewing decisions for their families. CSM content – including thousands of review videos, tip videos, ratings, and recommendations – is integrated into Comcast's VOD service and promoted on XfinityTV.com. Comcast also expanded its partnership with CSM to integrate the organization's TV and movie ratings into the "Kids" section of XfinityTV.com.[46] As Comcast CEO Brian Roberts demonstrated on stage at 2013 The Cable Show, CSM ratings are fully integrated into Comcast's next-generation X2 platform – providing clear, practical information for parents at the point of decision. This platform will allow Xfinity TV customers to filter kids content by age, making it even easier for parents to discover movies and TV shows for their families. It also will provide CSM's ratings across platforms, so parents will have access to the

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[45] *See* http://xfinity.comcast.net/parents/mobile/.

[46] S. Jin Davis, *Helping Xfinity Families Make Smart Media Choices this Summer and Beyond* (Jul. 17, 2013), http://corporate.comcast.com/comcast-voices/helping-xfinity-families-make-smart-media-choices-this-summer-and-beyond.

information when watching video on the TV, PC, tablet, or smartphone.[47]

In addition, the Company ran close to $13 million worth of public service announcements ("PSAs") in support of CSM's digital literacy project during 2013.

4-5. Interactive Advertising

Restrictions on the use of "Interactive Advertising" in programming produced primarily for children: Comcast and NBCUniversal prohibit the insertion of interactive advertisements into networks or programming produced and transmitted primarily for an audience of children 12 years old or younger.

6. PSAs

Requirement that the Company, for five years, provide $15 million worth of PSAs per year on various public interest topics: From January 1, 2013 through December 31, 2013, the Company aired PSAs with a value of over $61 million on the four topics designated by this Condition (digital literacy, parental controls, nutritional guidelines,[48] and childhood obesity) on networks that have a higher concentration than the median cable network of adults 25-54 with children under 18 in the household.[49] This investment exceeds the yearly $15 million value required by the Condition by more than $46 million. The Company has aired a cumulative three year total of $102 million in PSAs on the topics designated by the Condition. These PSAs include NBCUniversal-produced "The More You Know" PSAs on digital literacy, nutritional guidelines, and childhood obesity, as well as PSAs produced by CSM. The 2013 total includes the PSAs on childhood obesity that, as required, aired at least once during each hour of NBC's "core" educational/instructional ("E/I") programming, plus an average of two times a day on Sprout.

XIV. PEG CONDITIONS

1. No Migration to Digital Delivery

Prohibition on migrating PEG (Public, Educational, and Governmental) channels to digital delivery on any Comcast cable system until the system has converted to all-digital distribution: During the Reporting Period, Comcast did not migrate any PEG channels to digital delivery on any system that has not converted to all-digital distribution.

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[47] J. Steyer, *X2: Find the Right Content for Your Family* (Jun. 11, 2013), http://corporate.comcast.com/comcast-voices/x2-find-the-right-content-for-your-family.

[48] The Company aired PSAs on the nutritional guidelines promulgated by the U.S. Department of Agriculture.

[49] Qualifying networks were identified using viewership information obtained through The Nielsen Co. and are reviewed on a quarterly basis for changes.

2. PEG Carriage on Digital Starter

Requirement that Comcast carry all PEG channels on its digital starter (D0) tier: During the Reporting Period, Comcast maintained carriage of all PEG channels on its digital starter (D0) tier or on an equivalent tier that reaches 85% of subscribers on the applicable Comcast system.

3. Quality of PEG Delivery

Prohibition on changing the method of delivery of PEG channels that results in a material degradation of signal quality or impairment of viewer reception: During the Reporting Period, Comcast did not implement any changes in the method of delivery of PEG channels that resulted in a material degradation of signal quality or impairment of viewer reception.

4. PEG Pilot Program

Obligation to develop a platform to host PEG content on VOD and online: The three year pilot program required by this Condition was successfully completed in January 2014. Attached as Appendices C and D and incorporated by reference are the July 29, 2013 status report and the January 28, 2014 final report filed pursuant to and reporting on compliance with this Condition.[50] As required by Condition XIV.4.c.vii, copies of those reports were posted and remain available on the Corporate Website.

XV. NCE and LOCAL NCE

Requirements with respect to Comcast's carriage of Qualified Noncommercial Educational ("NCE") Stations and Qualified Local Noncommercial Educational ("Local NCE") Stations: No NCE or Local NCE stations carried on Comcast cable systems relinquished their broadcast spectrum during the Reporting Period.

XVI. BROADBAND DEPLOYMENT AND ADOPTION

1. Broadband Footprint Expansion

a. <u>1,500-mile Expansion</u>

Requirement that Comcast expand its broadband network by at least 1,500 miles per year for three years and extend its broadband plant to approximately 400,000 additional homes: The Company has met both of the three year milestones required by this Condition. In 2013, Comcast expanded its existing broadband network by 2,381 miles, surpassing the annual 1,500 mile requirement by 881 miles, and bringing the combined three-year build out total to 6,289 miles or 141% of the 4,500 mile build out required by the Condition. In addition, Comcast extended its broadband plant to 296,744 additional homes in 2013, bringing the cumulative number of additional homes passed to 718,511, and surpassing the 400,000 homes required by Condition by 318,511 homes.

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[50] *See supra* note 43.

b. Internet Service Upgrades to Rural Communities

Requirement to upgrade Internet service to at least six additional rural communities in 2011: As previously reported, Comcast fulfilled this commitment in 2011.

c. Additional Courtesy Accounts

Requirement to provide an additional 600 Comcast courtesy video and BIAS account locations over three years at a rate of 200 additional locations per year: The Company has met the three year milestone required by this Condition. In 2013, Comcast provided an additional 240 courtesy video and BIAS accounts to schools, libraries, and other community institutions in underserved areas in which broadband penetration is low and there is a high concentration of low income residents. This brings the combined three year total of qualifying courtesy account services to 664 or 111% of the year-three requirement.

2. Broadband Adoption – *Internet Essentials*, the Comcast Broadband Opportunity Program

Requirement to launch the Comcast Broadband Opportunity Program: Comcast's commitment to bridging the digital divide is exemplified by the *Internet Essentials* program. As announced on October 29, 2013, *Internet Essentials* has connected an estimated 1 million low-income Americans, or more than 250,000 families, to the Internet at home.[51] Comcast has distributed 27 million brochures in 14 different languages to school districts and community partners, fielded more than 1.5 million phone calls at the *Internet Essential* call center, had 1.2 million visits to the websites, and broadcast more than 2 million PSAs about the program. The company has offered *Internet Essentials* in more than 30,000 schools in 4,000 school districts, and provided tens of thousands of individuals with digital literacy training. The program has also sold 18,000 computers to *Internet Essentials* families.

While the Company's original voluntary commitment was unprecedented, the program has been vastly expanded and fundamentally transformed over the ensuing years. The Company has continued to make core enhancements to the program to ensure that its comprehensive broadband adoption program best reaches – and serves – low-income Americans. These enhancements include:

1. **Expanded Eligibility** – Expanded the eligibility criteria twice, first by extending eligibility to families with children eligible to receive free or reduced price school lunches, and then by including parochial, private, cyberschool, and homeschooled students. As a result, nearly 2.6 million families in the Comcast footprint nationwide are eligible for *Internet Essentials*.

[51] David L. Cohen, *Comcast's Internet Essentials Program Reaches 1 Million Low-Income Americans* (Oct. 29, 2013), http://corporate.comcast.com/comcast-voices/internet-essentials-1-million-milestone-blog-post.

2. **Increased Speed** – Increased the broadband speeds for *Internet Essentials* customers to 5 Mbps downstream and 1 Mbps upstream, the second speed increase since launch.

3. **Streamlined Enrollment** – Implemented an instant approval process for families whose students attend any of the Provision 2 or NCES-validated schools with 70% or more NSLP participation across the Comcast footprint.

4. **Created an Online Application Tool** – Created a convenient online request form on InternetEssentials.com and InternetBasico.com in English and Spanish and can be accessed through any Internet-enabled computer, tablet, or smartphone.

5. **Bulk and On-Site Registration** – Launched a program that gives third parties such as schools and community-based organizations the ability to purchase *Internet Essentials* service and equipment in bulk for families in their community. Comcast also held on-site registration during *Internet Essentials* events all over the country.

6. **Introduced *Internet Essentials* Opportunity Cards** – Comcast's community partners are now able to help connect low-income families to the Internet by purchasing Opportunity Cards that can be used toward the cost of paying for *Internet Essentials* service.[52]

7. **Enhanced e-Learning Tools** – Launched a revamped version of its online Learning Center (InternetEssentials.com/learning) to provide families with enhanced and dynamic content, including new interactive content in Spanish.

8. **More Language Options** – Translated several *Internet Essentials* collaterals (e.g., one-page flyer, tri-fold flyer, poster, consumer brochure, and letter to parents) into 12 languages beyond English and Spanish, including: Arabic, Oromo, Somali, Tibetan, Mandarin Chinese, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish, and Russian.

9. **Easier Account Transfers** – Updated the "transfer of service" process for *Internet Essentials* customers to allow them to have their service transferred to a new home address in a Comcast service area without having to re-apply for *Internet Essentials*.

To further bolster the program's educational benefits to low-income families, on December 16, 2013, Comcast announced a partnership with Khan Academy that will combine the free, world-class educational content of Khan Academy's award winning website with the transformative potential of *Internet Essentials*. The commitment includes hundreds of thousands of PSAs, significant digital promotion in both English and Spanish, as well as multiple joint

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[52] Press Release, Comcast Kicks Off Year Three of *Internet Essentials* Broadband Adoption Program in Washington, D.C. Area and Partners with DC Promise Neighborhood Initiative (Sep. 24, 2013), http://www.prnewswire.com/news-releases/comcast-kicks-off-year-three-of-internet-essentials-broadband-adoption-program-in-washington-dc-area-and-partners-with-dc-promise-neighborhood-initiative-225025532.html.

promotion opportunities around the country over the next few years.[53]

On July 31, 2013, Comcast filed its second *Annual Compliance Report on Internet Essentials, the Comcast Broadband Opportunity Program*.[54] As required by Condition XVI.2.l, a copy of the report was made available on the Corporate Website. The report was immediately followed by a promotional campaign to mark the beginning of "Year Three" of *Internet Essentials*, which included back-to-school themed kick-off events in 30 cities, including Atlanta, Chicago, Miami, Philadelphia, and Washington, D.C.[55]

XVII. GENERAL

Prohibition on the Company entering into any agreement or arrangement or taking any other action that has the purpose or effect of impairing the effectiveness of these Conditions: The Transaction Compliance Teams and the Company's internal review process are in place to oversee compliance with this Condition.

XVIII. VIOLATIONS

Provision stating that any violation of the Conditions shall be a violation of the Transaction Order: This section is informational only.

XIX. REPORTING REQUIREMENTS

Requirement that the Company report to the Commission annually regarding compliance with these Conditions and post each such report on its website: The filing of this Annual Report satisfies this Condition for the third year. A copy is available as of today on the Corporate Website.

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[53] Press Release, Comcast and Khan Academy Announce Multi-Year, Multi-Million Dollar Partnership to Help Close the Digital and Educational Divide (Dec. 16, 2013), http://corporate.comcast.com/news-information/news-feed/comcast-and-khan-academy-announce-multi-year-multi-million-dollar-partnership-to-help-close-the-digital-and-educational-divide.

[54] *See* Appendix E, Letter from Lynn R. Charytan, Senior Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56, dated Jul. 31, 2013.

[55] Press Release, Comcast Kicks Off Year Three Of Internet Essentials Broadband Adoption Program In Washington, D.C. Area And Partners With DC Promise Neighborhood Initiative (Sep. 24, 2013), http://www.prnewswire.com/news-releases/comcast-kicks-off-year-three-of-internet-essentials-broadband-adoption-program-in-washington-dc-area-and-partners-with-dc-promise-neighborhood-initiative-225025532.html.

XX. TERM

Provision setting general seven-year term for the Conditions: This section is informational only.

PART TWO: OVERVIEW OF PROGRESS ON VOLUNTARY DIVERSITY COMMITMENTS

For the past three years, Comcast and NBCUniversal have taken significant steps toward becoming the most successful model of diversity and inclusion in the communications and entertainment industry. To that end, the Company has implemented a comprehensive set of strategic approaches and detailed plans designed to achieve and build upon the diversity and inclusion initiatives contained in the Memoranda of Understanding ("MOUs") entered into with various national diverse organizations.[56]

Although not required as part of this Annual Report, the Company takes this opportunity to highlight progress on select diversity and inclusion-related initiatives during the Reporting Period.

A. Governance

The Company continues to fulfill its Governance commitments through the diversity and inclusion governance structure instituted immediately after the Closing of the Transaction and led by David L. Cohen, Comcast's Comcast Executive Vice President and Chief Diversity Officer. This structure ensures that the Company's diversity and inclusion initiatives continue to receive top-level oversight, constant and timely feedback from stakeholders, and broad organizational support.

As previously reported, the Company's external Joint Diversity Advisory Council ("Joint Council")[57] plays a significant role in advising on the Company's diversity and inclusion efforts. The Joint Council was actively engaged throughout the Reporting Period, including formal meetings in May and October 2013 attended by Comcast and NBCUniversal leadership. Comcast Chairman and Chief Executive Officer Brian L. Roberts presented at the May meeting and met with various Joint Council members. In addition, members of the Joint Council regularly interact with the Company's Internal Diversity Councils and corporate-level Diversity

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[56] *See* Appendix G to the *Transaction Order*. These voluntary diversity commitments span the following five key "Focus Areas," each of which is discussed herein: (1) governance; (2) workforce recruitment and career development; (3) supplier diversity; (4) programming; and (5) community investment and partnerships.

[57] The Joint Council consists of four, nine-member Diversity Advisory Councils representing the interests of African Americans, Asian Americans, Hispanics, and Women, respectively. The Joint Council also has At-Large Members representing other diverse groups, including Native Americans, Veterans, People with Disabilities, and members of the Lesbian/Gay/Bisexual/Transgender ("LGBT") community.

and Inclusion Groups to share information and consult about ideas for achieving diversity and inclusion goals.

The make-up of the Comcast Board of Directors remains one-third diverse. Comcast is actively engaged in efforts to develop various pipelines for future diverse Board members.

B. Workforce Recruitment and Career Development

The Company continues to build a more diverse, inclusive, and engaged workforce with company-wide initiatives to select, develop, and promote diverse candidates. The Company had across the board increases in people of color and women at the VP+ levels, both in terms of number representation and as a percentage of the total VP+ population. Other initiatives to expand opportunities for diverse candidates include requiring diverse slates at the VP+ level, sponsoring and participating in numerous diversity recruiting events throughout the country, and partnering with colleges and universities to cultivate diverse student pipelines.

In March 2013, the Company announced that it had hired 1,000 veterans since January 2012, achieving its veteran hiring commitment to the U.S. Chamber of Commerce Foundation's "Hiring Our Heroes" initiative almost two years ahead of schedule. To celebrate the achievement, the Company doubled its pledge by committing to hire an additional 1,000 U.S. veterans by 2015.[58] On November 7, 2013, the Company announced that it had achieved the 2,000 veterans mark, again beating its commitment two years ahead of schedule.[59] The Company continues to work to ensure that veterans have access to the wide array of opportunities at Comcast and NBCUniversal.

The Company is also focused on developing diverse talent through leadership, mentoring, and sponsorship programs. To that end, the Company offers approximately 100 internal and external programs, including Comcast's Executive Leadership Career Advancement Program (ELCAP), Comcast Women in Leadership at Wharton, the TEAM NBCUniversal mentoring program, and the Executive Leadership Forum (ELF).

Increasing diversity in front of and behind the camera is a top priority of NBCUniversal and its business units have received leading marks in network and media coalition report cards from the National Latino Media Council (NLMC), National Asian Pacific American Media Coalition (APAMC), the National Association of Black Journalists (NABJ), and MediaMatters.org.

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[58] Press Release, Comcast and NBCUniversal Double Commitment to "Hiring Our Heroes" (Mar. 6, 2013), http://corporate.comcast.com/news-information/news-feed/comcast-and-nbcuniversal-double-commitment-to-hiring-our-heroes.

[59] Press Release, Comcast and NBCUniversal Meet Commitment to Hire 2,000 Veterans Two Years Ahead of Schedule as part of U.S. Chamber of Commerce Foundation's "Hiring Our Heroes" Initiative (Nov. 7, 2013), http://corporate.comcast.com/news-information/news-feed/comcast-and-nbcuniversal-meet-commitment-to-hire-2000-veterans-two-years-ahead-of-schedule-as-part-of-u-s-chamber-of-commerce-foundations-hiring-our-heroes-initiative.

The Company continues to build upon NBCUniversal's successful history with Employee Resource Groups ("ERGs") – sponsored workplace groups focused on the needs of individual diverse communities, and offering opportunities for training, mentoring, socialization, support, and community volunteering. The membership of NBCUniversal's ERGs was over 7,000 as of year-end 2013, with some employees belonging to multiple groups. Meanwhile, Comcast continues to build on its 2011 launch of eight pilot affinity groups at its corporate headquarters. As of year-end 2013, Comcast's ERGs had approximately 4,200 members with the goal of expanding the ERGs into the Comcast cable divisions in 2014.

The Company monitors key metrics to assess the effectiveness of its workforce diversity and inclusion efforts. Accountability for diversity and inclusion initiatives and outcomes is reinforced by the involvement of business leaders at all levels of the Company. Measures such as linking merit increases and bonus structures to diversity achievements reinforce the culture of commitment and accountability.

C. Supplier Diversity

The Company continues to build a supplier diversity program that creates sustainable relationships with, and economic opportunities for, diverse suppliers. To that end, the Company spent approximately $1.25 billion with diverse suppliers in 2013, including Tier I (prime vendors) and Tier II (subcontractors), a 20% increase over 2012. The Company partners with diverse chambers of commerce and business organizations throughout the country and actively targets outreach and capacity-building events at the national, regional, and local levels. In 2013, supplier diversity professionals from across the Company attended dozens of supplier diversity events, including supplier fairs, conferences, and capacity-building events, and business opportunity fairs, panels, and awards ceremonies. The Company also pursues diversity objectives in its purchase of professional services. For example, for the tenth consecutive year, in 2013, Comcast arranged a major credit facility with United Bank of Philadelphia as administrative agent and 11 other Minority Depository Institutions. The Company also continues to participate in the Inclusion Initiative, a coalition of companies dedicated to purchasing legal services from minority and women-owned law firms.

The Company has expanded its efforts to track diverse Tier II spending by its prime suppliers and actively encourages joint ventures, partnerships, and subcontracting with diverse suppliers as methods to create additional business opportunities for diverse vendors.

D. Programming

The Company is committed to delivering programming that reflects the diverse interests of its customers across all platforms, including linear channels, VOD, and Online. As described in the previous annual reports, the Company made significant progress toward meeting virtually all of its diversity programming commitments within the first year following the Transaction by expanding the distribution of diverse networks to millions of homes and featuring hundreds of VOD and Online choices geared toward African American, Asian American, and Hispanic audiences. In 2013, total hours of diverse programming available on VOD and Online increased to over 2,900 combined hours, an increase of 50% as compared to 2012. Comcast has also

launched four new minority-owned or operated diverse networks (ASPiRE, Baby First Americas, El Rey, and REVOLT) and new multicultural programming choices, including Cine Sony Television and Crossings TV.[60] And, as previously mentioned, Comcast expanded its microsite catalog to offer Xfinity customers access to special programming for African American and Asian-Pacific audiences, plus a site dedicated to the legacy of Dr. Martin Luther King, Jr.

E. Community Investment and Partnerships

In 2013, the Company again increased its year-over-year support of community-based philanthropic organizations helping underserved and diverse communities. The Company is proud to be making the communities it serves stronger by expanding digital literacy, promoting community service, and building tomorrow's leaders. Few initiatives exemplify this commitment better than Comcast Cares Day, the largest single-day corporate volunteer effort in the nation. On April 27, 2013, more than 85,000 volunteers participated in over 750 project sites around the globe, contributing their time and energy to clean up parks, make over schools, and landscape playgrounds. In 2013, the Company hosted its first internal projects in England, France, Germany, Australia, New Zealand, and Singapore. Comcast Cares Day was one of the reasons that Comcast Corporation was ranked among "The Civic 50" by the National Conference on Citizenship, Points of Light Foundation and Bloomberg News. The survey recognizes the leading community-minded companies in the S&P 500.[61]

The Company increased its 2013 cash support of minority-led and minority-serving ("MLMS") organizations by more than 10% over 2012 levels. The Company has also increased its support of organizations offering fellowship, internship, and scholarship programs that support diverse beneficiaries. Substantial support was also given to promote the good work of its diverse partners through PSAs and other media placements, both locally and nationally.

F. Accessibility Initiatives

In 2013, the Company announced key initiatives to meet the needs of customers with disabilities, including Comcast's launch of a dedicated customer support team for people with disabilities.[62] Customers can contact agents in the new Comcast Accessibility Center of

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[60] R. Thomas, *Cine Sony TV to Launch on Comcast Cable* (Oct. 22. 2013), www.multichannel.com/content/cine-sony-tv-launch-com cast-cable/146236; Press Release, Crossings TV and Comcast Announce Expanded Carriage on Xfinity TV (Dec. 20, 2012), http://corporate.comcast.com/news-information/news-feed/crossings-tv-and-comcast-announce-expanded-coverage-on-xfinity-tv.

[61] Press Release, National Conference on Citizenship, Points of Light and Bloomberg Release 2013 Civic 50 Survey Results; Recognize America's 50 Most-Community Minded Corporations (Dec. 5, 2013), http://www.civic50.org/Civic50-2013NationalAnnouncement-12-5-2013.pdf.

[62] *See* Comcast Debuts Accessibility Support Team and Product Lab. http://corporate.comcast.com/news-information/news-feed/comcast-debuts-new-accessibility-offerings-during-national-disability-awareness-month.

Excellence, who are specially trained on all things related to Comcast accessibility, for help with these and other general support issues. In addition, Comcast's newly-launched Accessibility Product and Development Lab is both a workshop for the development of accessible products and features, and a showcase of assistive technologies for mainstream mobile, online and desktop user interfaces. Comcast also is using the lab to educate employees and for usability testing with people with disabilities to learn more about how customers can use our services.

G. Catalyst Fund

Comcast Ventures' Catalyst Fund (formerly the Opportunity Fund) continues to offer impactful opportunities for minority entrepreneurs. In 2013, Comcast Ventures renewed its partnership with DreamIt Ventures, a leading technology accelerator program, to fund minority entrepreneur accelerator program DreamIt Access.[63] Participating start-up companies received seed funding and had access to DreamIt Venture's benefits and services, including business talent, legal and accounting services, mentoring, office space, guidance from leading business visionaries, and contacts to reach the next level of development. Through the DreamIt Access partnership, DreamIt and Comcast have successfully sponsored 20 minority-led startups since 2011, the vast majority of which are still operating. Most of these companies are focused on web and mobile technologies. The Catalyst Fund is making follow-on investments in some of the DreamIt Access companies, as well initial investments in other early-stage ventures led by diverse entrepreneurs with innovative technology ideas and solutions that fit within the sectors of Consumer, Enterprise, and Mobile.

[63] Press Release, DreamIt Ventures and Comcast Ventures Sign Two-Year Partnership to Support Minority-Led Startups in New York and Philadelphia (Jan. 20, 2014), http://www.dreamitventures.com/nyc2014announcement/.

Appendix A

NBCUniversal Non-Profit News Partners 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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Update on the News Partnerships
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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).

[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*).

COMCAST NBCUNIVERSAL

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 Reporte*r 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).

COMCAST NBCUNIVERSAL

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).

Appendix B

NBCUniversal Non-Profit News Partners Progress Report

January 28, 2014

COMCAST NBCUNIVERSAL

Transaction Compliance Report

MB Docket No. 10-56

NBCUniversal Non-Profit News Partnerships

for the period of July 29, 2013 through January 28, 2014

January 28, 2014

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 during the six month period that began on July 29, 2013 and ended on January 28, 2014 (the "Reporting Period").

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Online Copy

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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).

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As required by the Condition, and as previously reported, four of the 10 stations in the NBCUniversal Owned Television Stations ("NBCOTS") division 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. In addition, the NBC-owned station in Miami-Ft. Lauderdale, NBC 6 South Florida, has partnered with the non-profit Florida Center for Investigative Reporting to enhance the station's local investigative reporting capabilities.

Collaborations between the stations and the non-profit partners – which involve sharing data, research, and investigative resources, as well as production assistance – have resulted in over 40 investigations since the launch of the partnerships, and have generated dozens of on-air and online news reports for the stations, as well as on the partners' radio stations and websites. Key collaborations during the Reporting Period are described below.

NBC 4 New York / WNBC 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 can prepare companion reports.

Collaboration in Practice

Temp Agency Labor Abuses. As previewed in the July 2013 news partnerships report,[2] NBC 4's i-Team partnered with ProPublica's Michael Grabell to investigate temporary employment agencies that fail to pay employees. Using New Jersey's Open Records law, NBC 4 uncovered hundreds of thousands of dollars in fines levied on "temp" agencies for wage violations during 2011 and 2012. The investigation found that the biggest penalties had been assessed on a "blue collar" staffing agency called True Blue for, among other things, contributing to the death of a garbage collection worker who died from complications caused by heat exhaustion. The nationwide investigation into the treatment of temp workers by Mr. Grabell provided excellent context for the local story which aired on the NBC 4 newscast on July 17, 2013 at 5:00 PM and was followed by an online companion piece.[3]

Unethical Prosecutors. NBC 4 continued to develop stories based on its April 2013 joint investigation with ProPublica regarding the abuse of prosecutorial power. NBC 4 reported the story of another victim, David McCallum, who at age 16 was convicted of a botched car-jacking and was sentenced to life in prison. Recently discovered DNA evidence not only exonerated Mr. McCallum but also called into question whether the detectives and

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[2] Some of the stories described in this report aired during the last weeks of the reporting period that ended in July 2013, but were not included in the previous report.

[3] C. Glorioso, i-Team: Temp Agencies Stiff Employees, Face Fines (Jul. 22, 2013), http://www.nbcnewyork.com/investigations/Temp-Workers-Pay-Laborers-Department-of-Labor-Fines-216176991.html.

prosecutors who worked may have forced McCallum to make a false confession. Mr. McCallum's story aired on July 21, 2013 on the 11:00 PM newscast.[4]

Sober Homes. NBC 4 partnered with ProPublica to conduct an in-depth investigation into an apparent kickback scheme whereby one of the busiest drug outpatient clinics in New York inflated the Medicaid bills of "sober home" tenants by requiring them to attend unnecessary appointments. Recovering addicts told i-Team investigators that they were threatened with eviction from the sober home if they did not bring back tickets showing they had swiped their Medicaid benefits card at the outpatient clinic. Since the original story, New York state auditors launched a surprise inspection of the addiction clinic which gets most of its clients from the sober home. The investigation aired on the NBC 4 newscast on October 9, 2013 at 5:00 PM.[5]

NBC 5 Chicago / WMAQ and *The Chicago Reporter*

The Reporter continues to take advantage of NBC 5's online presence to expand the number of stories in collaboration, particularly the online companion pieces. NBC 5 also takes advantage of the NBCOTS' partnership with ProPublica, airing stories based on ProPublica data and investigations. In addition, NBC 5 has continued to collaborate with the Better Government Association (BGA), a non-profit watchdog that investigates allegations of waste, fraud, and corruption in local and state government.

Collaboration in Practice

Chicago Housing Authority. The investigation focused on the Chicago Housing Authority (CHA)'s use of vouchers to place residents in non-CHA units. *The Reporter's* Angela Caputo examined building inspections for hundreds of CHA-subsidized apartments and found a high level of substandard housing. NBC 5 reporter and anchorwoman Marion Brooks profiled one such resident who experienced difficulties with her subsidized housing. The report aired on NBC 5's 5:00 PM newscast on September 11, 2013. NBC 5 also published a companion online article which linked back to investigation on *The Reporter*'s website.[6]

Pilsen. *The Reporter's* September/October edition examined the changing face of Pilsen, one of Chicago's historic Latino neighborhoods, as community leaders grapple with increased gentrification and its effect on long-time residents. NBC 5 investigative reporter Chris Coffey conducted an extensive on-air interview with one community leader who outlined these challenges. The report aired on NBC 5's 6:00 PM newscast on October 4,

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4 C. Glorioso, i-Team: Questions Linger About 1985 Murder Confession (Jul. 22, 2013), http://www.nbcnewyork.com/news/local/Questions-1985-Murder-Confession-Queens-David-McCallum-I-Team-216239471.html.

5 C. Glorioso, i-Team: Addiction Clinic Accused of Inflating Medicaid Bills, Again (Oct. 9, 2013), http://www.nbcnewyork.com/news/local/I-Team--Addiction-Clinic-Accused-of-Inflating-Medicaid-Bills-Again-227122721.html.

6 M. Brooks, CHA Funds Pouring into Substandard Housing (Sep. 11, 2013), http://www.nbcchicago.com/investigations/CHA-Pouring-Funds-Into-Substandard-Housing-223384741.html.

2013.[7] NBC 5's coverage received a lot of attention in Spanish-language media and was shared over 765 times on Facebook.

Dismissed Criminal Cases. *The Reporter*'s Angela Caputo authored the newspaper's November/December cover-story investigation into the high dismissal rate of criminal prosecutions in the Cook County court system. After an extensive analysis of all misdemeanor cases filed in Cook County, Caputo concluded that more than eight out of every 10 misdemeanor cases are dismissed almost immediately after being filed. She estimated the costs of arresting, prosecuting, and detaining all of the defendants whose cases were ultimately dismissed at about $100 million a year. NBC 5 reporter Chris Coffey reported Caputo's findings NBC 5's 10:00 PM newscast on November 8, 2013.[8]

Cook County Highway Department Shutdown. NBC 5 and the BGA collaborated on a story about a computer virus that infiltrated the computer systems of the Cook County Highway Department. The virus caused a massive shutdown which lasted days and required a significant amount of money to repair. That story, reported by NBC 5 Investigates' Phil Rogers, aired on the NBC 5 10:00 PM newscast on Thursday, July 25, 2013.[9]

Police Beating in Davenport, Iowa. NBC 5 investigated a videotape of an alleged police beating in Davenport, Iowa, which the BGA had obtained exclusively. NBC 5's Chris Coffey reported the story, which aired on the Monday, August 5, 2013 newscast at 10:00 PM.[10]

NBC10 Philadelphia / WCAU and WHYY

NBC 10 Philadelphia and WHYY continue to focus their partnership on cross-promoting content. Over the course of a month, as many as 40 articles from WHYY's Newsworks.org website are showcased on NBC10.com, while a dozen or so WHYY stories are promoted on-air during NBC 10's afternoon shows. That promotion includes a description of each WHYY piece as well as an explanation that it is from NBC 10's "partners at Newsworks.org." In addition, NBC10.com promotes Newsworks.org content on social media. Other efforts to promote WHYY content include free ads for Newsworks.org on NBC10.com and in NBC 10's email newsletters.

Additional News Partnerships

Similar to what the station does with Newsworks.org, NBC10.com also features and promotes content from AxisPhilly.org, a non-profit news and information organization

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7 C. Coffey, Pilsen Struggles to Maintain Mexican Identity (Oct. 4, 2013), http://www.nbcchicago.com/news/local/Mexicans-Migration-Away-From-Pilsen-Worries-Some-226521461.html.

8 C. Coffey, Cook County Spends Millions on Cases that Go Nowhere (Nov. 9, 2013), http://www.nbcchicago.com/news/local/Cook-County-Spends-Millions-on-Cases-That-Go-Nowhere-231206651.html.

9 P. Rodgers and K. Smyser, Virus Causes Massive Shutdown at Cook County Highway Department (Jul. 25, 2013), http://www.nbcchicago.com/investigations/Virus-Causes-Massive-Shutdown-at-Cook-County-Highway-Department-217025381.html.

10 Video Shows Male Davenport Cop Beating Female Shoplifter in Iowa (Aug. 5, 2013), http://www.nbcchicago.com/investigations/davenport-iowa-police-beating-peraica-218422791.html.

funded in part through a grant from the William Penn Foundation. In addition, NBC10.com has been pursuing journalistic partnerships with other non-profit organizations including Planphilly.com and philadelphianeighborhoods.com. NBC10 hopes to launch those partnerships early in 2014.

NBC4 Southern California / KNBC and KPCC

NBC4 continues to benefit from KPCC's ability to amass and analyze data to supplement its investigations, while KPCC continues augment its live coverage of breaking news with NBC4 reporters providing frequent on-air reports for KPCC's listeners.

Collaboration in Practice

Pothole Payouts. A joint investigation by KPCC and NBC4 found that the city of Los Angeles rarely approves claims seeking compensation for damage caused by potholes, and that the claims process seems stacked against people seeking money. Through a public records request, NBC4 and KPCC obtained a database showing the number of claims made by LA drivers, and the disposition of those claims. The data showed that the city rejected over 90% of all claims filed over the past 10 years and paid out a little more than $300,000 on $5 million-worth of damage claims filed every year. The story also presented the ordeal that drivers had to go through before being compensated. The joint report aired on October 7 and 8, 2013 on both NBC4 and on KPCC, and also appeared on both partners' websites.[11]

Senator Calderon Investigation. NBC4 and KPCC worked together on the investigation into allegations that State Senator Ron Calderon accepted more than $60,000 in bribes. After Al Jazeera America reported on a leaked document tied to that case, KPCC was able to independently confirm the authenticity of that document.[12]

Live Coverage. NBC4 often provides live reports to KPCC on breaking news stories, including live coverage of the LAX airport shooting,[13] and the arrest of a suspect in a string of threats concerning local schools, a hospital, and a shopping mall.[14]

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[11] J. Grover and P Drechsler, City Dodges Pothole Payouts (Oct. 10, 2013), http://www.nbclosangeles.com/investigations/series/dodging-pothole-payouts/City-Dodges-Pothole-Payouts-226843651.html; F. Stoltze, Pothole Damage: LA Approves Only 10% of Claims; How You Can File One (Oct. 8, 2013), http://www.scpr.org/blogs/politics/2013/10/08/14931/la-rarely-approves-pothole-damage-claims-is-the-pr/.

[12] C. Cocca and C. Nolan, Officials Call for Sen. Ron Calderon's Resignation (Nov. 13, 2013), http://www.nbclosangeles.com/news/local/officials-demand-sen-ron-calderon-resign-231833921.html.

[13] LAX shooting: Suspect, Slain TSA Officer ID'd, 7 Injured in Terminal 3 (updates) (Nov. 1, 2013), http://www.scpr.org/news/2013/11/01/40151/incident-prompts-evacuation-at-lax-terminal/.

[14] LA Man Charged with Making Threats to Schools, Hospitals (Sep. 19, 2013), http://www.scpr.org/news/2013/09/19/39375/la-man-charged-with-making-school-threats/

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NBC 6 South Florida / WTVJ and FCIR

The recent partnership between NBC 6 South Florida and the Florida Center for Investigative Reporting (FCIR) produced the following stories during the Reporting Period:

Unlicensed Dentists. After the FCIR collected data on the number of complaints against local dentists, NBC 6 reported on the number of unlicensed dentists, including one who mistreated several of his young patients. The report aired on November 19, 2013.[15]

School Truancy. On November 25, 2013, NBC 6 aired an investigative report on the problem of school truancy in South Florida. FCIR assisted the report by collecting school truancy data for the South Florida region.[16]

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[15] D. Gonzalez, Dental Practice Closed after Patient Abuse Allegations (Nov. 19, 2013), http://www.nbcmiami.com/investigations/Dental-Practice-Closed-After-Patient-Abuse-Allegations-232510121.html.

[16] T. Robinson, Fighting Chronic Absenteeism in Some South Florida Schools is Top Priority for Officials (Nov. 25, 2013), http://www.nbcmiami.com/news/local/Fighting-Chronic-Absenteeism-in-Some-South-Florida-Schools-Top-Priority-for-Officials-230125791.html.

Appendix C

Comcast PEG Pilot Program Progress Report

July 29, 2013

COMCAST NBCUNIVERSAL

Transaction Compliance Report

MB Docket No. 10-56

PEG Pilot Program Update

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

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.

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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.

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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/

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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.

COMCAST NBCUNIVERSAL

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

Houston's Voice

SEE WHAT'S NEW THIS WEEK ON HOUSTONSVOICE.COM

Houston UNPLUGGED

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

WHAT TO WATCH

SEE WHAT'S NEW THIS WEEK ON PHILLY IN FOCUS!

NEW VIDEOS

TOP VIDEOS

PARTNER NEWS

PIF: 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 Diner 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 @PHLVisitorCntr 2h
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
Expand

Philly Film Office @GPFO 9m
Charlie Day, "Always Sunny" comedian, talks about his new "oddball" role for @MonstersU: ow.ly/mbCfW #PhillyConnections
Expand

Visit Philly @visitphilly 1h
Did you know that City Hall has an observation deck? It does. vstphl.ly/YcHNxH
Expand

CONTENT PARTNER SIGN UP

CLICK TO SIGN UP

RESOURCES

LEARN ABOUT PIF

EVENT/EMAIL SIGN UP

CLICK TO SIGN UP

EMBED THIS

CLICK TO EMBED

CONNECT

Appendix D

Comcast PEG Pilot Program Final Report and Evaluation

January 28, 2014

COMCAST NBCUNIVERSAL

Transaction Compliance Report

MB Docket No. 10-56

PEG Pilot Program Final Report and Evaluation

January 28, 2014

This is the sixth and final report evaluating Project Open Voice, Comcast's pilot program to host Public, Educational, and Governmental ("PEG") content on its Video On Demand ("VOD") and new, custom-built Online platforms, consistent with the commitments and benchmarks set forth in Condition XIV.4 of Appendix A (the "Condition") to the *Transaction Order*.[1]

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Conclusion and Next Steps 8

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.

[1] *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licensees 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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Executive Summary

The results of the VOD and Online PEG trials that Comcast conducted in five pilot communities from February 2011 to January 2014 have been very positive. Collaboration between Comcast and the pilot communities ensured that each platform launched in the required timeframe with broad support from the local content creators. Key statistics of the pilot program include:

Platform	Pilot Total	Description
VOD	582	PEG video assets available in pilot markets
VOD	50,000	PEG VOD views by Comcast customers in pilot markets
Online	4,800+	Video assets available on the pilot websites
Online	90,000+	Online views of video assets on the pilot websites
Online	350,000+	Unique visitors to the pilot websites
Online	1,161,000+	Visits to the pilot websites

While usage of both platforms has steadily increased, the pilot websites also provided a well-crafted and easy to use video experience that serves as a portal to hyperlocal news and community information. The trial communities have shown their support of the online platforms by creating engaging hyperlocal content, including almost 5,000 videos, thousands of blog posts, community calendar events, and other local interest resources. The communities recognize the value of a PEG distribution platform that can be accessed by anyone on the Internet and thus can serve not only to promote local programmers, but the community as well.

Comcast plans to remain engaged with the pilot communities to ensure the continuing operation of the Online platforms. To that end, Comcast has agreed to support the operation and promotion of the websites in 2014 with the aim of transitioning control of the websites to the pilot communities by the end of the year. Comcast will also maintain the Project Open Voice VOD folder structure in the test markets for the same time period.

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Project Milestones
Previous reports[2] 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	**Completed.** Announced the selection of Fresno, CA; Hialeah, FL; Houston, TX; Peterborough, NH; and Philadelphia, PA as the trial communities.
Condition XIV.4.c.ii: Initiate VOD placement of available PEG programming in each PEG pilot community	Oct. 28, 2011	**Completed.** Created VOD folders accessible to Comcast 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	Jan. 28, 2012	**Completed.** 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.
Condition XIV.4.c.iv: Initiate marketing support of the VOD and Online platform in each pilot community	July 28, 2012	**Completed.** Initiated marketing support of the VOD and Online platforms in each community. Comcast, in conjunction with the pilot communities, provided local brand promotional resources, including public relations, social media, 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 and begin to implement recommended changes	Jan. 28, 2013	**Completed.** Reported survey results and recommended changes to the platforms.

The July 2013 report included an update on the content and usage statistics, plus details on the implementation of the changes obtained from the user survey results and other feedback received from the communities.

[2] *See* Letters from Lynn R. Charytan, Senior 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; January 28, 2013; and July 29, 2013, respectively.

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Evaluation of the Pilot Program

Condition XIV.4.c.vi requires that "within three years of the Closing of the Transaction, [Comcast] shall complete the pilot phases and evaluate the results of the pilots." Comcast's evaluation of each pilot platform is discussed below.

VOD Platform

Overview

As previously reported, the VOD component of the pilot program consists of dedicated content "folders" accessible to Comcast VOD customers in each of the pilot communities. PEG and other local content selected by the local government is accessed by navigating to "Project Open Voice" branded folders on the Comcast VOD service.

The PEG VOD folders launched in October 2011, as required. Each community designated a group of PEG providers that would select and deliver the PEG content to Comcast local VOD teams for encoding and placement on the service. Comcast worked with local content providers in each of the designated areas to ensure that content was uploaded and refreshed as often as the PEG providers requested.

Comcast promoted its PEG VOD offering in each of the pilot communities. Efforts included:

- Making the PEG VOD content easier to find by improving the location of the Project Open Voice folders within the Comcast VOD service menus.
- Aligning the folder and program names with those used on the popular PEG Online pilot websites.
- Running "telescoping" video advertisements on popular cable networks including USA, MTV, TBS, FX, Discovery, and others, to allow Comcast customers to access the PEG VOD folder without having to navigate the VOD menu.
- Promoting VOD content through locally-driven marketing social and email marketing efforts.[3]

Results

Overall, the pilot was successful in deploying and evaluating a PEG VOD service. As of January 27, 2014, Project Open Voice's local VOD servers had hosted nearly 600 segments of PEG and other local interest programming since launch. These segments had generated nearly 50,000 views across the pilot communities through December 2013.

[3] The pilot communities continued to work with Comcast-funded marketing consultants to promote their local Project Open Voice project and content. Examples of the promotional activities carried out during the period of July 29, 2013 through January 28, 2014 are listed in Appendix A.

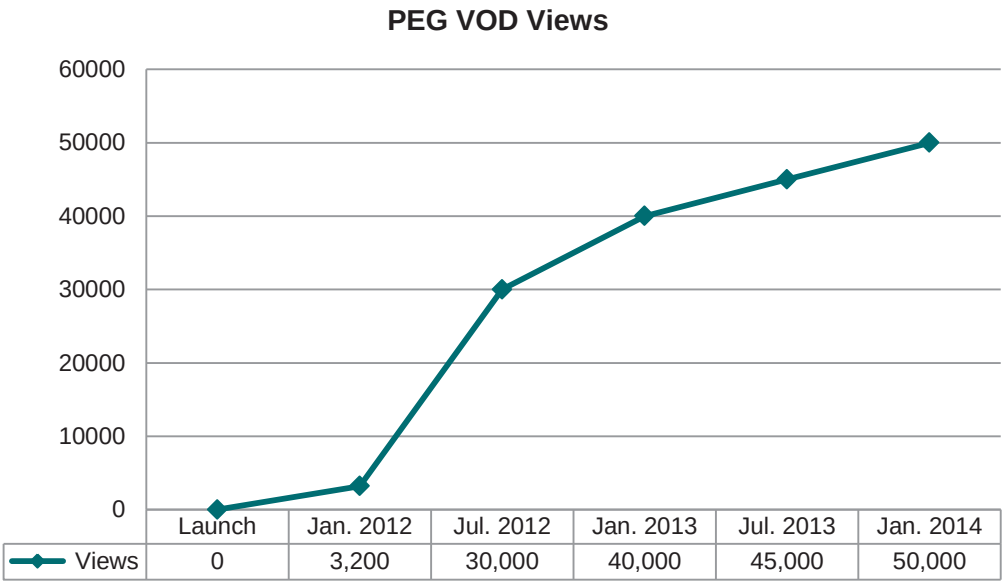

Figure 1

The usage of PEG VOD showed an interesting pattern. As illustrated in Figure 1, above, usage of the PEG VOD platform was initially limited, but improved after the launch of the pilot websites (January 2012), especially after Comcast and the communities announced in July 2012 that the most popular content from the websites was also available on VOD. This suggests that VOD views were intrinsically tied to the popularity of the content of the Online platform and, therefore, the number of VOD views might not be as high if Comcast had not cross-marketed the VOD content to the pilot websites' audience. Despite these cross-promotional efforts, total PEG VOD views increased only by 5,000 from July 2013 to January 2014, which suggests that subscriber interest in viewing PEG content on the VOD service may have plateaued or been supplanted by interest in the Online platforms.

Overall, while there was usage of the VOD platform, VOD viewership did not reach the same levels as online consumption. As explained below, online views of PEG and other hyperlocal video content exceeded VOD views by 80% (90,000 video views online versus nearly 50,000 views on VOD), and visits to the websites exceeded one million hits.

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Online Pilot Platform

Overview

As previously reported, the Online pilot program consists of custom-built websites that were branded with the name and theme chosen by each pilot community. The websites serve as portals for the communities, traditional PEG programmers, and other partners to create and manage virtual "channels" where they can post video content, along with other local interest information.

Working with local marketing advisors, each community chose the brand and theme that would guide the messaging and design of its website. The website names and addresses chosen by each community for the January 2012 launch were:

Market	Website Brand (URL)
Fresno	Gotta Love Fresno (www.gottalovefresno.com)
Hialeah	Yo Soy Hialeah (www.yosoyhialeah.com)
Houston	Houston's Voice (www.houstonsvoice.com)
Medford	Made in Medford (www.madeinmedford.com)
Peterborough	Local Look Peterborough (www.locallookpeterborough.com)
Philadelphia	Philly in Focus (www.phillyinfocus.com)

Results

The results indicate real support among content providers and consumers for online consumption of PEG and local interest content. As of January 17, 2014, more than 454 content partners in the pilot communities have created 540 channels and uploaded PEG or other hyper-local content to the local sites, a 27% increase in the number of channels since the July 2013 report. Content generation also remains strong; registered partners have uploaded nearly 5,000 videos since the April 2012 launch of the program's online component.

The Online platform allows Comcast to continually improve the functionality and features available to sites' administrators and users. One recent upgrade enabled the posting of other types of content, including photo galleries, text articles, and audio.[4] Since Project Open Voice began allowing other forms of content in July 2013, more than 2,125 posts of non-video content, including over 1,700 blog entries, have been uploaded by the content partners.

Website	Partners	Channels	Blog Posts	Videos
Gotta Love Fresno	35	54	660	322
Yo Soy Hialeah	39	51	152	203
Houston's Voice	130	140	152	1,606

[4] These journaling features were made possible by the migration of the pilot websites to the WordPress platform.

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Website	Partners	Channels	Blog Posts	Videos
Made in Medford	34	47	152	303
Local Look Peterborough	47	43	468	303
Philly in Focus	169	205	282	2,072
Totals	**454**	**540**	**1,724**	**4,809**

The largest metropolitan areas (Houston and Philadelphia) had the most online content providers and the most prolific content publishers. However, smaller markets had an impressive ratio of partners or channels relative to the larger markets, underscoring the popularity of the sites with local content providers and users.

In terms of visitor traffic, the websites have accounted for nearly 350,000 unique visitors since launch, with nearly 1.2 million page views. These results demonstrate a key characteristic of the Online model: you do not have to be a Comcast customer to access local content and information via the Online platform.

Website	Unique Visitors - All	% Mobile	Page Views – All	% Mobile
Gotta Love Fresno	40,542	36%	149,197	19%
Yo Soy Hialeah	43,678	29%	119,005	21%
Houston's Voice	57,260	18%	234,653	9%
Made in Medford	32,430	16%	106,477	12%
Local Look Peterborough	17,046	23%	81,006	11%
Philly in Focus	157,095	31%	471,372	28%
Totals / Average %	**348,051**	26%	**1,161,710**	17%

As illustrated in Figure 2, below, the sites also experienced a steady increase in unique visitors during every reporting period, an increasing percentage of which accessed the website on mobile devices. The increase in the number of visitors is likely attributable to the availability of mobile versions of the pilot sites and a growing interest from the general public in mobile consumption.

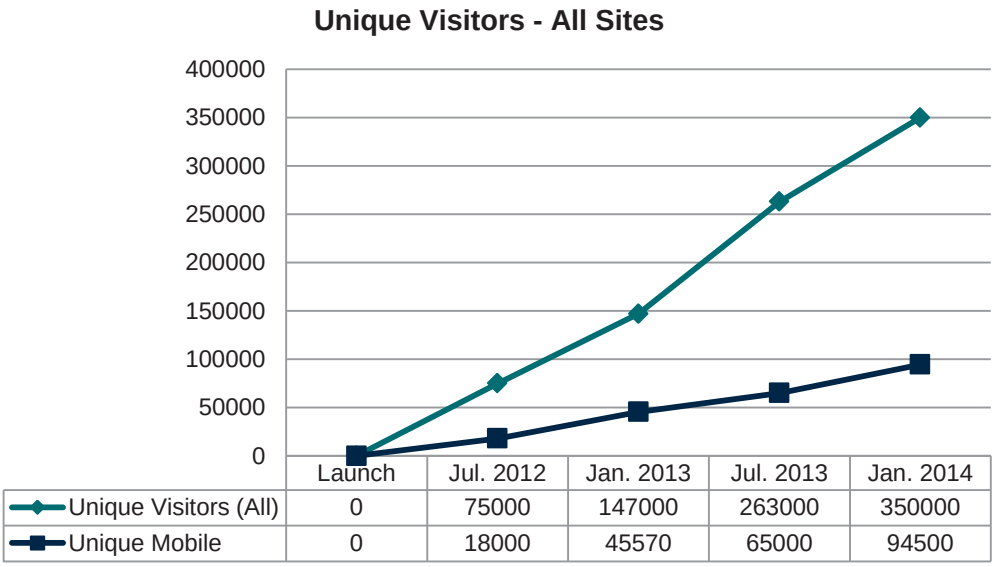

Figure 2

More than 30% of all traffic came from outside the home states of the pilot markets, with visitors from states like Illinois, New Jersey, New York, and Washington, together accounting for 14% of total traffic. The pilot communities have emphasized the importance of enabling former residents and other people with connections to the communities to access the hyper-local content, news, and other offerings.

The pilot sites' social media presence has been a key factor driving visitor growth. To date, nearly 11% of all pilot site traffic originates from Facebook. As of January 2014, the sites had a combined total of 18,257 Facebook "likes" and 9,447 Twitter followers.

User-friendliness is also a key growth driver for the Online platform. Comcast executed a number of redesigns and layout changes that allow the user to browse or search for content and local events by category, interest, tag, or provider, while users who take advantage of a simple account sign up process can customize their experience to follow topics, neighborhoods, or providers of interest. These features will likely contribute to further interest and growth in the platform.

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Conclusion and Next Steps

Based on the results of this trial, Comcast believes the pilot Online PEG distribution platform is an effective vehicle for non-Comcast customers to access PEG content on demand, from anywhere. Beyond the larger audience, the Online platform offers the advantages of self-help content management, interactivity, and social features.

Feature	VOD	Online
Content Management	Video must be delivered to Comcast for encoding and insertion into the local market's VOD servers.	Any content partner who completes the free, online registration process can upload and manage its "channel" on the website.
Sharing Content	Can only be accessed by Comcast customers in the pilot market.	Content or links can be shared with anyone via e-mail or social media.
Social Features	Posting of comments, links, or other social media-enabled tools is not currently supported.	Viewers can obtain additional information through embedded hyperlinks; post questions or commentary; and interact with the content creator.

Comcast has agreed to continue to work with interested parties to explore new opportunities to place local content on the Online platform. The company will work with each test market to develop a transition plan that will allow each community to take full responsibility for its pilot site by the end of 2014. Comcast will also maintain the Project Open Voice VOD folder structure in the test markets for the same time period.

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APPENDIX A: Marketing Support Highlights

Below are some examples of local events and other targeted marketing efforts made in the fourth quarter of 2013 within each of the five pilot communities, plus the Medford test market.

Market	Marketing Efforts
Fresno	Gotta Love Fresno utilized local media to raise awareness of the site, serving as sponsor and host for the 12th Swede Fest, an international film festival showcasing low-budget, short format re-creations of Hollywood movies and TV shows, and supporting the "Footsteps to Freedom" project, a commemorative video from the Fresno Metro Black Chamber of Commerce honoring the 50th anniversary of the March on Washington and the launch of local PEG collaborative CMAC's new program, UsHelpingUs.
Hialeah	The City of Hialeah approached Yo Soy Hialeah about promoting the annual Santa's Snow Blast event. In response, the team held a bi-lingual Facebook contest where followers could enter to win a free photo with Santa and unlimited ride vouchers through the City.
Houston	Houston's Voice collaborated extensively with city-wide initiatives from the Mayor's Office, including a public awareness campaign entitled "Shine a Light on Human Trafficking." The City hosted two dedicated channels to support the campaign and the nonprofit behind its mission, drove attendance to events, and helped raise awareness through coverage and social media marketing.
Medford	With social media as the largest traffic driver, Made In Medford kicked off a thematic social media campaign promoting community pride. The campaign included weekly fan shout outs and updates from community partners like Tufts University, which recently announced a financial reinvestment in the City, and Medford High, which ended a 125 year football rivalry with neighboring Malden, MA, a game that was hosted on MadeInMedford.com.
Peterborough	Local Look Peterborough continued grassroots efforts to reach out directly to community members and educate them on the site, including a series of speaking engagements by Local Look Peterborough representatives at the Keene and Monadnock Rotary Clubs.
Philadelphia	With a growing interest in identifying as a tech savvy city, Philadelphia is home to numerous start-up and entrepreneur-driven groups. Philly In Focus saw the opportunity to support this interest, partnering with organizations like Philly College Entrepreneurs and Technically Philly to support two important initiatives: Start Stay Grow and Conversations in Tech. Both series include interviews with students, entrepreneurs, and supporting organizations to encourage the already thriving tech scene and ensure new companies make a permanent home in the City.

Appendix E

Comcast *Internet Essentials*™ Annual Compliance Report

July 31, 2013

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C.

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

SECOND ANNUAL COMPLIANCE REPORT ON *INTERNET ESSENTIALS*, THE COMCAST BROADBAND OPPORTUNITY PROGRAM

Comcast Corporation
300 New Jersey Avenue, NW
Suite 700
Washington, D.C. 20001
(202) 379-7121

July 31, 2013

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APPENDIX

Before the
FEDERAL COMMUNICATIONS COMMISSION
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In the Matter of	)	
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Applications of Comcast Corporation,	)	
General Electric Company,	)	MB Docket No. 10-56
and NBC Universal, Inc.	)	
	)	
for Consent to Assign Licenses and	)	
Transfer Control of Licensees	)	

July 31, 2013

SECOND ANNUAL COMPLIANCE REPORT ON *INTERNET ESSENTIALS*, THE COMCAST BROADBAND OPPORTUNITY PROGRAM

Comcast Corporation ("Comcast") submits this report regarding the second year (June 22, 2012 through June 21, 2013)[1] of its *Internet Essentials* offering, the Comcast Broadband Opportunity Program required by Condition XVI.2 of Appendix A to the *Transaction Order*[2] (the "Condition").

This Annual Compliance Report supplements the information in the March 2013 *Internet Essentials* Progress Report,[3] and identifies the relevant components of the Condition that have guided – and are satisfied by – the *Internet Essentials* program. In addition, this report also provides the specific information required by sub-part XVI.2.m of the Condition, including an analysis of the program's effectiveness, and a description of the many enhancements Comcast has made to continue improving *Internet Essentials* above and beyond any of its original commitments. As required by Condition XVI.2.m, a copy of this report is available as of today at http://corporate.comcast.com/news-information/nbcuniversal-transaction.

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[1] Data for the second year of the program runs through June 21, 2013 unless otherwise noted, because this date corresponds to the close of the Company's fiscal month that is nearest to this report's filing date.

[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 the Erratum released on March 9, 2011) ("*Transaction Order*").

[3] A copy of the March 2013 Progress Report is attached hereto as Appendix A.

I.

COMPLIANCE WITH THE SPECIFIC REQUIREMENTS OF THE BROADBAND ADOPTION CONDITION

Internet Essentials is the nation's largest and most comprehensive broadband adoption program. Since its launch almost 24 months ago, the program has made affordable broadband Internet accessible to millions of low-income families across the Comcast footprint. In addition to affordable broadband, *Internet Essentials* gives eligible families the opportunity to purchase an Internet-ready computer at a substantial discount. The program also includes a comprehensive digital literacy training component designed to empower students and their parents to unlock the full potential of the Internet.

As outlined below, Comcast's broadband adoption program has met, and in many respects far exceeded, the requirements originally proposed and incorporated in the Condition. Notably, Comcast has continuously worked to make it easier and faster for eligible families to get connected, expanding eligibility to provide for private, parochial, and homeschooled students. Comcast has also developed innovative measures that the Condition never even contemplated: for example, the program will soon offer *Internet Essentials* Opportunity Cards so Comcast's non-profit partners and others can purchase up to a year of *Internet Essentials* service for qualified families. In addition, eligible families will soon be able to request, and in many cases complete, their *Internet Essentials* application online.

A. Eligibility Criteria *(Condition XVI.2.f)*

As proposed by Comcast in connection with the NBCUniversal transaction and set forth in the Condition, Comcast initially offered the program based on the eligibility criteria outlined in Condition XVI.2.f: a household is eligible to participate in *Internet Essentials* if it (1) is located where Comcast offers Internet services (over 99% of the Comcast service area); (2) has at least one child eligible for a free school lunch through the National Lunch School Program ("NSLP"); (3) has not subscribed to Comcast Internet service within the last 90 days; and (4) does not have an overdue Comcast bill or unreturned equipment.

In 2012, Comcast went beyond the initial eligibility criteria outlined in the Condition and extended eligibility to families with children eligible to receive *reduced* price school lunches. This enhancement made close to 300,000 additional households in Comcast's service area eligible for *Internet Essentials* – raising the total number of *Internet Essentials*-eligible households to an estimated 2.3 million families. And, on April 1, 2013, Comcast expanded the eligibility criteria yet again to include families with homeschooled, private, and parochial students who otherwise meet the NSLP eligibility criteria. This enhancement made nearly 200,000 additional families eligible for *Internet Essentials* in Comcast's service area – bringing the total to nearly 2.6 million eligible families.

1. Reliance on NSLP Eligibility *(Condition XVI.2.g)*

To determine eligibility for the *Internet Essentials* program, Comcast proposed, and the Condition requires, that eligibility for the program be based on the well-established certification processes for participation in the NSLP.

2. Eligibility Verification *(Condition XVI.2.j)*

Third party verification specialist Solix continues to assist Comcast with eligibility verification of *Internet Essentials* applicants. To reduce the burden or delay that some families faced in obtaining this proof, Comcast implemented the *Internet Essentials* instant approval process at schools that qualify as "Provision 2" schools[4] and for all schools with 75% or more NSLP participation based on National Center for Education Statistics (NCES) data, irrespective of their Provision 2 status.[5] This means that families of students attending the schools across the Comcast footprint that are either Provision 2 or NCES-validated can be instantly approved for the program.

B. Launch and Duration of the Program *(Conditions XVI.2.a; XVI.2.d)*

Since the program's August 2011 launch, Comcast has rolled out *Internet Essentials* across more than 4,000 school districts in 39 states plus the District of Columbia, and will continue to enroll participants in the program at least through the end of the 2013-2014 school year. Any household that enrolls during the initial three-year enrollment period will remain eligible for the discounted price so long as at least one child in the household continues to meet the program's NSLP eligibility requirements (including the eligibility enhancements made by Comcast).

C. *Internet Essentials'* Principal Components

The *Internet Essentials* program has three principal components:

1. Low Cost Internet Service *(Conditions XVI.2.c.i; XVI.2.c.ii)*

Internet Essentials provides eligible low-income families in the Comcast service area affordable access to high-speed Internet service from their homes. For just $9.95 per month, plus tax, eligible families receive Comcast's XFINITY Economy Internet service with speeds up to 3 Mbps downstream and up to 768 Kbps upstream – double the speeds at launch – and no monthly modem or other equipment fees, installation charges, or activation fees for as long as the family remains eligible and maintains the service. In addition, *Internet Essentials* families are not subject to standard credit checks and are not asked to sign any contracts to take the service for a

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[4] Households in a Provision 2 school district – generally those with a high percentage of low income students – are not required to complete free or reduced price lunch application materials and are automatically qualified for NSLP.

[5] The instant approval process is another voluntary enhancement to the *Internet Essentials* application process that goes far beyond the Condition's requirements.

specified period of time. The price of the service will not increase so long as the household continues to meet the eligibility criteria of the program.

2. Discounted Computers *(Condition XVI.2.c.iii)*

Working with the program's partners, Comcast offers *Internet Essentials* families the opportunity to purchase an Internet-ready netbook. Computers offered through the program come with web browser and security software. Comcast subsidizes the cost of each netbook, reducing the price to the customer to $149.99 plus tax. Comcast also provides for free shipping to the customer. Later this year, *Internet Essentials* families will also have the option to purchase a desktop or laptop computer instead of a netbook. Broadening the Internet-ready computing choices is a new program enhancement and exceeds the requirements in the Condition.

3. Digital Literacy Training *(Condition XVI.2.c.iv)*

Internet Essentials customers receive access to print, online, and in-person digital literacy training free of charge. Comcast developed comprehensive digital literacy print materials that are included in the Welcome Kit mailed to each new *Internet Essentials* customer. For the online component, Comcast created the Learning Center (http://learning.internetessentials.com) so that customers can receive digital literacy training at their convenience. The online Learning Center features animated training modules focused on topics such as browser and e-mail basics, and online safety topics. In addition, Comcast's partners organized hundreds of in-person training sessions across the country, giving *Internet Essentials* customers and other low-income families the opportunity to receive hands-on training on digital literacy topics. Comcast also made it easier to attend in-person training by creating an online lookup tool that allows users to search and sign up for training sessions in their area. Users can also sign-up to receive e-mail alerts when a class is scheduled to be held nearby. A detailed description of the expansive digital literacy training and support available to *Internet Essentials* customers is provided in Section I.G.3, *infra*.

D. Operationalizing *Internet Essentials* *(Condition XVI.2.j)*

The experience obtained during the first two years of the program has allowed Comcast to further refine the application and intake processes to ensure a smooth customer experience and efficient, timely sign-ups. The process involves the following elements:

1. Avenues to Get Information and Request an Application

a. Dedicated *Internet Essentials* phone numbers and branded websites

Comcast operates dedicated phone numbers for English and Spanish speaking consumers – 1-855-8-INTERNET (1-855-846-8376) and 1-855-SOLO-995 (1-855-765-6995) – which connect participants to customer account executives ("CAEs") at a dedicated call center specifically trained to assist with *Internet Essentials* enrollment and answer questions about the program. These dedicated phone lines continue to be the central tool that Comcast uses to ensure

that interested consumers get the information they need. In addition, Comcast operates www.internetessentials.com and www.internetbasico.com to promote the service, inform potential customers of application requirements, and serve as a portal to information about the program, including the online Learning Center. And, as described in Section III.B *infra*, Comcast will enhance the application process by deploying an online application tool so that families can more easily and conveniently order – and in many cases, instantly sign up – for *Internet Essentials* service anytime at their local library, community center, or anywhere they can get access.

b. General customer service support

Comcast also took steps to ensure that potential customers could find *Internet Essentials* information through other contacts with the Company, including training regular CAEs to redirect *Internet Essentials* applicants to the dedicated toll-free number. Customers who visit Comcast.com can find information about the program by searching for "*Internet Essentials"* or using other descriptive terms (*e.g.*, "low-cost broadband") on the site's search tool.

c. The application process

The application process is structured as follows: after a customer calls to enroll, Comcast sends an application – by regular mail or e-mail, based on the customer's preference – that is pre-populated with information provided by the caller. Next, customers send their completed *Internet Essentials* application and supporting documentation by mail or fax to Solix for eligibility verification. Verified applications are then forwarded to a Comcast order entry center for provisioning of the new *Internet Essentials* account.

Eligible households may also receive *Internet Essentials* through a bulk registration program which allows non-profits, community-based organizations ("CBOs"), faith-based organizations, school districts, and community colleges to make bulk purchases of *Internet Essentials* service for households that are "sponsored" by each organization. To further enhance bulk purchasing opportunities, in the Fall of 2013 Comcast will begin offering *Internet Essentials* Opportunity Cards so non-profit partners and others can purchase up to a year of *Internet Essentials* service for qualified families.

2. Service Activation

Once a household has been approved for *Internet Essentials* service, Comcast ships an Activation Kit that includes the broadband service modem, cabling, and a self-install guide. Customers who require assistance with the activation process may contact the support line indicated in the installation materials and a service visit will be scheduled at no charge to the customer. Comcast contacts new *Internet Essentials* customers to promptly schedule an installation visit in those cases where the Company's records suggest that the customer's home is not pre-wired for Comcast service, since this suggests that the customer would not be able to use the self-install process without assistance.

3. Ordering the Discounted Computer

The Welcome Kit sent to each *Internet Essentials* participating household includes a voucher with a unique code and instructions on how to obtain the discounted computer. To place an order, *Internet Essentials* customers must call the toll-free number indicated on the voucher and use one of the vendor's payment methods to complete the purchase. The vendor also provides end-to-end customer service including sales, technical support, and warranty coverage for the discounted computer. Organizations participating in the bulk registration program also have the option of purchasing discounted computers for *Internet Essentials* participants during the initial enrollment.

E. Publicizing *Internet Essentials* to Eligible Families *(Condition XVI.2.k)*

While the Condition does not require specific marketing or publicity for *Internet Essentials*, Comcast undertook significant efforts to publicize the program, and in doing so, went well beyond the Condition's requirements. The components of this broad promotional campaign are described below.

1. *Internet Essentials* Website and Partner Portal

The *Internet Essentials* outreach plan relies primarily on the program's dedicated website which serves as a one stop destination for information, resources, and collateral on *Internet Essentials*. As of June 21, 2013, the dedicated websites had received over 1,200,000 visits.

Built into this website is a unique Partner Portal that allows *Internet Essentials* partner organizations to download program materials directly or order materials which are shipped for free regardless of the quantity ordered. Registered partners also receive program updates, including regular newsletters and other announcements. As of June 21, 2013, more than 20,400 individuals and organizations had registered for the Partner Portal, and partners requested and received over 27 million pieces of promotional collateral – all at no charge.

2. "Hyper-local" Paid Media

Comcast devised a "hyper-local" paid media strategy targeting NSLP-eligible families within the top 11 metropolitan areas in the Comcast footprint in 2012 and expanded the campaign to the top 12 metropolitan areas in 2013. Efforts included distributing marketing materials to local businesses and attending community events held in low income areas, and purchasing advertisements in newspapers and community publications to reach potential customers within target school districts. Other tactics include thirty second ad buys in local radio stations during the back-to-school season and leveraging mobile and social media to promote the service.

3. Earned Media

Emulating last year's successful earned media strategy, *Internet Essentials* launch events marking the start of the 2012-2013 school year were the centerpiece of the earned media

strategy, galvanizing a broad range of stakeholders around the mission of urging as many eligible families as possible to enroll. Each event featured a speaker from Comcast describing the program and included mayors, governors, Members of Congress, local or state superintendents, community leaders, and coach Tony Dungy – all helping to drive the message of the importance of broadband. *See* Appendix B. For example, in Atlanta, Comcast partnered with Sequoyah Middle School, the Center for Pan Asian Community Services, Carver High School, and the Warren/Holyfield Boys and Girls Club, to sponsor four rallies centered on the importance of digital literacy and broadband in education. Comcast also held launch events in 21 communities including Fresno, Chicago, Charleston, Seattle, Houston, Detroit, Baltimore, and Richmond.

The media impressions generated by coverage of these launch events continued generating millions of dollars' worth of earned media for *Internet Essentials* during the rest of the school year. Through June 21, 2013, Comcast has generated more than 1.6 billion media impressions for *Internet Essentials* through sustained media efforts. These include over 1.5 billion print and online impressions as well as nearly 45 million broadcast and radio television impressions.

4. Public Service Announcements and Comcast Newsmakers

Comcast also conducted a bilingual Public Service Announcement ("PSA") campaign promoting the availability of *Internet Essentials* across its service area. Since August 2011, the Company has aired PSA spots with a value of almost $9,000,000. In addition, Comcast ran "Comcast Newsmakers" segments in support of *Internet Essentials*. Comcast Newsmakers is a five minute public affairs program that aired on various platforms, including CNN Headline News (on Comcast Cable systems at 24 and 54 minutes past the hour), on Comcast VOD, and online.

5. Comcast Employees

Comcast empowered its employees to directly connect eligible families in their communities through its *Internet Essentials* Ambassadors Program. Interested employees could call on existing relationships with schools, libraries, or CBOs in their neighborhoods and help these organizations prepare for the 2013 *Internet Essentials* back-to-school season. Since May 2012, the *Internet Essentials* Ambassadors Program has been replicated and launched in almost every market across the Comcast footprint. The program counts nearly 1,000 Ambassadors across the country working with Comcast's Government Affairs representatives to connect with schools, community organizations, and religious institutions. *Internet Essentials* Ambassadors have reached over 500 organizations, distributed over 43,000 pieces of *Internet Essentials* materials, attended nearly 200 events which drew in more than 77,000 members of the public, and offered over 900 volunteer hours.

F. <u>Comprehensive Stakeholder Campaign</u> *(Conditions XVI.2.g-i)*

Comcast's extensive partnership with a diverse array of leaders from the education, government, and non-profit sectors across the Comcast service area continued to be the cornerstone of the *Internet Essentials*' communications plan. Comcast worked with these partner organizations to help educate eligible families about *Internet Essentials*, distribute

promotional materials, and spread the word about the benefits of this broadband adoption opportunity.

1. Schools

Thousands of schools helped promote *Internet Essentials* to eligible families by allowing Comcast to send literature to students and families at the start of the 2012-2013 school year. These promotional materials range from professional-looking posters to simple letters – and all of them are available through the online Partner Portal in English, Spanish, and 12 other languages, including: Arabic, Oromo, Somali, Tibetan, Chinese Mandarin, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish, and Russian.

In July 2013, Comcast launched a redesigned consumer and partner-facing marketing campaign focused on one of the main barriers to adoption: the perceived lack of relevance of the Internet. *See* Appendix C. To address this challenge, the new promotional materials are built around the message that broadband access is more than a necessity for school and work – it is the key to help families unlock their children's potential to succeed.

Comcast will continue to engage educators leading up to and through the upcoming back-to-school season with continued personal engagement and a hybrid e-mail and direct mail campaign targeting all 20,000+ program partners. An introductory direct mail campaign targeting private, parochial, online, and charter school officials will also be conducted with the aim of introducing the program to more schools with eligible children.

2. Community Partners

As of June 21, 2013, over 4,000 CBOs, including churches, libraries, and parent-teacher associations have partnered with Comcast to help spread the word about *Internet Essentials*. As with all stakeholders, Comcast effectively used the Partner Portal to make it easy for these CBOs to participate. Comcast will continue to build on the successes and lessons learned from the *Internet Essentials* campaigns by conducting strategic and targeted local outreach campaigns in the markets surrounding the 600 largest school districts, which cover over 80% of the eligible households in our footprint. Each campaign will focus on engaging those organizations in the market that can drive awareness including organizations that serve government, the non-profit community, and faith-based groups.

Comcast also worked with CBOs that have both strong national and local presences to facilitate the growth of partnerships across the nation, including the Boys & Girls Clubs, City Year, Teach for America, Big Brothers Big Sisters, United Way, LULAC, the National Urban League, Easter Seals, Teach for America, Hispanics in Technology and Telecommunications Partnership, ASPIRA, National Council of La Raza, the NAACP, the Urban League, and the National Gay and Lesbian Task Force. These partners helped create an atmosphere of support and excitement around *Internet Essentials* by leveraging their relationships with the education community, sharing "best practices" with Comcast and each other, and by driving other organizations to register at the Partner Portal.

3. Federal, State, and Local Officials

Public officials continue to play an essential role in promoting awareness of *Internet Essentials*. As of June 21, 2013, Comcast had delivered the *Internet Essentials* message to over 3,000 state, local, and federal government elected or appointed officials.

4. Education Associations

Comcast continues to engage dozens of national education organizations to collaborate on best practices in student and educator engagement and to get their membership involved with publicizing the benefits of *Internet Essentials*, including the National Parent Teacher Association, National School Boards Association, American Association of School Administrators, Consortium for School Networking, Council of the Great City Schools, State Education Technology Directors Association, National Alliance for Public Charter Schools, and the American School Counselor Association, among others.

G. <u>More Than Just Broadband Service</u>

1. Computer Setup Support *(Conditions XVI.2.l.i-iii)*

The Activation Kit sent to every *Internet Essentials* customer includes printed guides on how to connect to the Internet, plus a toll-free support number where customers can obtain 24/7 support for any questions or issues about using their XFINITY Internet service. *Internet Essentials* customers can also take advantage of the comprehensive support tools available online, including live chat with CAEs.

2. Free Security Software *(Condition XVI.2.l.iv)*

To ensure that *Internet Essentials* users have a secure online experience, all *Internet Essentials* subscribers enjoy access to the Constant Guard all-in-one security dashboard (a $360 value), at no additional charge. Constant Guard helps protect passwords, secure credit card information, and setup safe, one-click access to online accounts. In addition, Constant Guard includes the Norton Security Suite's top-rated tools for core protection against viruses and other cyber threats. *Internet Essentials* customers can also download a complimentary copy of Constant Guard Mobile for secure access to banking, shopping, e-mail and social networking accounts from smartphones and tablets.

3. Digital Literacy Training in Print, in Person, and Online *(Condition XVI.2.c.iv and XVI.2.l.v)*

As detailed in last year's compliance report, Comcast developed and deployed an ambitious digital literacy strategy – one that extended beyond the original commitment the Company made to the Commission. *Internet Essentials* participants have the choice of using the printed digital literacy guides included in their service Welcome Kit, accessing the online courses featured in the online Learning Center, or signing up to attend an in-person training session hosted by one of Comcast's local CBO partners.

The online Learning Center (http://learning.internetessentials.com) serves as a central hub of online digital literacy training materials. The Learning Center is available in both English and Spanish, and features tutorials on how to set up e-mail, guard against viruses and other malware, keep children safe on the Internet, and locate useful resources.

In-person trainings are offered by CBOs who are already established as credible digital literacy training providers. In addition to Comcast sponsorship dollars, the enhanced training model encourages more participation in trainings as attendees regard these local CBOs as experts in the digital literacy space. Each of these sessions is promoted by the hosting CBO and course information is posted on the "In-Person Training" sub-page on the *Internet Essentials* website. Since the launch of Internet Essentials, Comcast and its CBO partners have sponsored more than 1,100 in-person digital literacy sessions, with nearly 20,000 attendees. These in-person digital literacy training sessions were delivered primarily in English and Spanish.

II.

ANALYSIS OF THE PROGRAM'S EFFECTIVENESS

A. Key Performance Metrics

1. Number of Participants and Discounted Computers

As of June 21, 2013, *Internet Essentials* has connected nearly 220,000 households to the power of the Internet – a number that represents almost 900,000 children and their families. The program also sold more than 18,000 low-cost computers.

2. Effectiveness of the Awareness Campaign and Application Process

Comcast carefully analyzed its own data and also commissioned third-party survey research in connection with the launch and continued rollout of *Internet Essentials* – including surveying families who signed up for the program and families who did not. Key metrics of the program's effectiveness include the call statistics tracked by the dedicated *Internet Essentials* call center. Since launching *Internet Essentials* in the 2011 back-to-school season, the call center has received nearly 1,500,000 phone calls inquiring about the program. Call statistics through June 21, 2013 break-down as follows:

- 233,629 were ineligible for *Internet Essentials* (15.7% of the total and 19.4% of the callers who did not request applications).
- 143,874 calls were follow-ups to previous orders (9.7% of the total and 12% of the callers who did not request applications).
- 98,830 were dropped calls or hang ups (6.6% of the total and 8.2% of the callers who did not request an application).

- 726,756 were calls requesting general information about the program (48.8% of the total and 60.4% of the callers who did not request applications).

- 286,704 were calls that resulted in applications being sent (19.2% of the total). Of those:

  – 75.6% or 216,705 were submitted and accepted; 2.3% or 6,699 were submitted but returned to the customer for correction. Comcast followed up with these families by providing a replacement application and asking them to correct the application and then resubmit it for approval.

  – 22.1% or 63,300 were never returned by the customer. Comcast's "resend and remind" program followed up with these families by providing a replacement application and asking them to complete the application and return it for approval.

3. **General Satisfaction**

Satisfaction with *Internet Essentials* continues to be very high: 90% of *Internet Essentials* customers surveyed are "highly satisfied" with the service, and 98% of these surveyed customers would recommend *Internet Essentials* to others.

Survey responses to usage questions showed that users are embracing their broadband connectivity: 85% of respondents said they use *Internet Essentials* to go online on a daily basis, and – more importantly – 98% of respondents said that the children in their household were making use of the service. A considerable number of survey participants (98%) said that they used the *Internet Essentials* service for school assignments. Of those that indicated school work use, 94% felt *Internet Essentials* had a positive impact on their child's grades. Other popular uses included general research (94%), email (85%), social networking (73%), online bill payment (60%), and employment searches (58%). The majority of those that indicated use of *Internet Essentials* for employment searches felt *Internet Essentials* helped someone in the household locate or obtain a job.

The priority that Comcast has placed on customer care also received high marks from survey participants: 89% stated that they were "highly satisfied" with Comcast's customer service and 90% of those who required an on-site Comcast technician to install their *Internet Essentials* service indicated they were satisfied with the installation. In addition, a very high number (86%) of survey respondents also said they were "highly satisfied" with the reliability of their *Internet Essentials* broadband connection.

III.

SUMMARY OF ENHANCEMENTS TO THE PROGRAM

The following sections summarize the enhancements made to the program since its August 2011 launch and outline the changes that will be implemented during 2013:

A. Enhancements Made Since the Program's Launch

- **Expanded Eligibility.** Extended eligibility to families with children eligible to receive free or *reduced* price school lunches. This enhancement made an estimated additional 300,000 households in the Comcast service area eligible to participate in *Internet Essentials*, bringing the estimated total eligible population to 2.3 million families. And, on April 1, 2013, Comcast expanded the eligibility criteria yet again to include families with homeschooled, private, and parochial students who otherwise meet the NSLP eligibility criteria, bringing the total number of families eligible for *Internet Essentials* to nearly 2.6 million.

- **Instant Approval.** Implemented an instant approval process for families whose students attend any of the Provision 2 or NCES-validated schools with 75% or more NSLP participation across the Comcast footprint.

- **Bulk and On-Site Registration.** Launched a program that gives third parties such as schools and CBOs the ability to purchase *Internet Essentials* service and equipment in bulk for families in their community. Comcast also held on-site registration during *Internet Essentials* events all over the country.

- **Faster Connections.** Doubled the *Internet Essentials* customer downstream speed from 1.5Mbps service to 3Mbps service.

- **Enhanced e-Learning Tools.** Launched a revamped version of its online Learning Center to provide families with enhanced and dynamic content, including new interactive content in Spanish.

- **Easier Account Transfers.** Updated the "transfer of service" process for *Internet Essentials* customers to allow them to have their service transferred to a new home address in a Comcast service area without having to re-apply for *Internet Essentials*.

- **More Language Options.** Translated several *Internet Essentials* collaterals (*e.g.*, one-page flyer, tri-fold flyer, poster, consumer brochure, and letter to parents) into 12 languages beyond English and Spanish, including: Arabic, Oromo, Somali, Tibetan, Mandarin Chinese, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish, and Russian.

B. Enhancements to be Implemented in 2013

As announced in March 2013, Comcast plans to continue improving *Internet Essentials* by making the following enhancements to the program in the coming months:

- Launch an *Internet Essentials* online application tool so eligible families whose children attend any of the instant approval schools can sign up for the service online, without having to fill out and send in additional documentation. Families with children that do not attend an instant approval school can use the online tool to

request that an application be sent to them by e-mail or regular mail. This tool will also allow Comcast and its partners to help families begin the process, on the spot, during community or back-to-school events, or during digital literacy training sessions.

- Expand the low-cost computer options to include desktop and laptop models in addition to a netbook.

- Begin to offer *Internet Essentials* Opportunity Cards so the non-profit partners and other can purchase up to a year of *Internet Essentials* service for qualified families.

Appendix A

Internet Essentials Progress Report

March 2013

INTERNET ESSENTIALS℠ 2013

Program Highlights at a Glance

COMCAST

INTERNET ESSENTIALS PROGRESS REPORT FOR 2013

Internet Essentials is our effort to accelerate access to the future that every American deserves—one in which there is ubiquitous availability of the transformative technology of the Internet. We are grateful to all of our partners—teachers, parents, school superintendents, administrators, elected officials, libraries, non-profits, and many more—who share our belief and our mission to get everyone connected and online. Our experience over the last 18 months since we launched Internet Essentials affirms that local communities strongly support this campaign and want to be a part of it.

There is a role for everyone—our company and other communications and technology companies, community organizations, schools, libraries, small businesses, cultural institutions, the faith-based community, and government—in helping to close the digital divide. For those who are connected, living without the Internet for one day is difficult to imagine. But for the millions of Americans who are not yet online, the economic, educational, health, and social benefits of being connected are lost. It is harder to keep up with schoolwork, harder to apply for a job, harder to claim tax credits. That is not right—and we all need to do our part to bridge that gap.

We have now reached a new milestone with over 600,000 low-income Americans connected to the Internet, most for the first time in their lives. That is good, but it is still not good enough. This year, we're doing even more to make it easier and faster for eligible families to get connected, including expanding eligibility for private, parochial and homeschooled students and developing an online application form that can be completed at a library or community center. We are firm in our commitment to Internet Essentials, and we invite everyone who shares that vision to work with us to create more digital opportunity in America.

Sincerely,

David L. Cohen
Executive Vice President
Comcast Corporation

COMCAST

CONNECTING OUR COMMUNITIES

HERE'S WHAT WE'VE ACCOMPLISHED SO FAR

Increased Internet Adoption

"The Internet really empowers the parents to have that ownership over their child's grades and know what's going on inside the classroom."
- Cheryl, 4th Grade Teacher, Atlanta, GA

Internet Essentials has connected **more than**

150,000

households to the power of the Internet.

That's **more than**

600,000

children and their families.

Strengthened School District Engagement

Over

30,000

schools in 39 states and D.C. are supporting our efforts to close the digital divide.

"To have students be globally competitive, it's absolutely essential that they be connected to the Internet."
- John Barry, Superintendent Aurora, CO Public Schools

Expanded Opportunities

"I have actually learned through my son. He's teaching me as well as we're teaching each other."
- Internet Essentials Parent

MORE THAN

15,000

computers sold to Internet Essentials families.

OVER 10,000

people have attended in-person digital literacy training to develop the skills they need to participate in today's digital society and economy.

"Now I can show my family at home how to use the Internet."
- Digital Literacy Class Attendee

NEW IN SPRING 2013

Increasing Eligible Households

Now, all households with a student eligible to participate in the National School Lunch Program are eligible for Internet Essentials, including low-income private, parochial and homeschooled students.

New Online Application

This spring, families will be able to request an application for Internet Essentials through an online form at

InternetEssentials.com

More Computer Options

We're offering laptops and desktops in select markets, with more cities to come later in the year.

Opportunity Cards

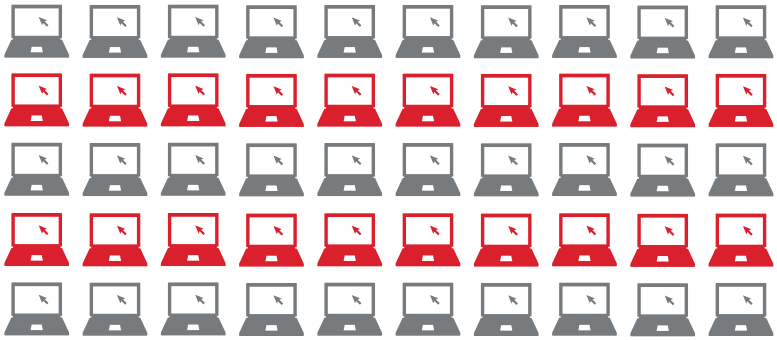
Opportunity Cards can be used to purchase Internet Essentials service and provide eligible families with access to the Internet at home.

GOLD MEDAL SCHOOL DISTRICT OF EXCELLENCE

To celebrate the outstanding work of our partnering school districts, Comcast will award the Internet Essentials Gold Medal School District of Excellence Award.

This award will recognize the efforts of the top fifteen best-performing school districts connecting students to the power of the Internet at home.

Winners will be announced in Fall 2013.



In conjunction with the celebration of Comcast's 50th anniversary and as part of their award, each recognized school district will receive **50** laptops in honor of their commitment to Internet Essentials.

To learn more about the Comcast Internet Essentials Gold Medal School District of Excellence Award, please visit:

InternetEssentials.com/GoldMedal

Internet Essentials from Comcast (InternetEssentials.com) is the nation's largest and most comprehensive broadband adoption program. It provides low-cost broadband service for $9.95 a month plus tax; the option to purchase an Internet-ready computer for under $150; and multiple options to access free digital literacy training in print, online, and in-person. Eligible families must have at least one child eligible to participate in the National School Lunch Program, including public, private, parochial and homeschooled students. We estimate a total of approximately 2.6 million eligible families live in our service area and therefore could apply for Internet Essentials. To spread the word, we have proactively reached out to more than 4,000 school districts, and over 30,000 schools, to distribute free brochures to families and students. More than 25 million pieces of literature have been shipped to both schools and non-profit partners who can order these materials, available in 14 languages, for free at InternetEssentials.com/Partner.

INTERNET ESSENTIALS℠ FROM COMCAST

English: 1-855-8-INTERNET (1-855-846-8376)
Spanish: 1-855-SOLO-995 (1-855-765-6995)

InternetEssentials.com | InternetBasico.com

COMCAST

Appendix B

Press Release

Comcast Announces Super Bowl Winning Coach Tony Dungy to Serve as National Spokesman for Internet Essentials (Sep. 12, 2012)

COMCAST

SEPT 20, 2012

COMCAST ANNOUNCES SUPER BOWL WINNING COACH TONY DUNGY TO SERVE AS NATIONAL SPOKESMAN FOR INTERNET ESSENTIALS - A PROGRAM DESIGNED TO HELP CLOSE THE DIGITAL DIVIDE

Philadelphia, PA

Comcast Executive Vice President, David L. Cohen, today announced Tony Dungy has agreed to become a national spokesman for Internet Essentials. Now in its second year, Internet Essentials is an ambitious and comprehensive broadband adoption program designed to help close the digital divide among low-income Americans.

Since retiring as a coach in 2008, Dungy and his wife Lauren have been active in a number of charitable organizations including The Dungy Family Foundation, whose mission involves strengthening, sustaining and empowering communities by providing opportunities to those in need through education as well as emotional and financial support. He is a #1 New York Times bestselling author of two books Quiet Strength and Uncommon and is an analyst for NBC's Football Night in America. Tony Dungy led the Indianapolis Colts to victory in Super Bowl XLI.

"Tony Dungy is an incredible role model for athletes and young people," said Cohen. "Through his charitable foundation, he knows firsthand what challenges young people face today and how important it is to get a good education. We're honored that Tony has agreed to be a national spokesman for Internet Essentials and we're confident that his involvement will help us make even more progress to close the digital divide."

In its first full year of availability, Internet Essentials helped more than 100,000 families, or 400,000 Americans, gain access to the Internet at home, and Comcast continues to enhance the program with new features and processes designed to accelerate enrollment in the program.
"It's critical that low-income families take advantage of opportunities like the Internet Essentials program," said Dungy. "The Internet provides access to a world of knowledge and resources that kids and families today simply cannot live without. The world is moving too fast and families who are not online at home are being left behind. It's our responsibility to help level the playing field and get more families connected."

Internet Essentials Program Details:
Internet Essentials addresses three primary barriers to broadband adoption that research has identified - a lack of understanding of how the Internet is relevant and useful, the cost of a home computer and the cost of the Internet service. Program participants receive:

- Residential Internet service for $9.95 a month plus applicable taxes;
- No price increases, no activation fees, or equipment rental fees;
- A voucher to purchase a low-cost computer for $149.99 plus tax; and
- Access to free digital literacy training in print, online and in-person.

A household is eligible to participate if it meets all of the following criteria:

- Is located where Comcast offers Internet service;
- Has at least one child who is eligible to receive a free or reduced school lunch under the NSLP;
- Has not subscribed to Comcast Internet service within the last 90 days;

- Does not have an overdue Comcast bill or unreturned equipment.

Comcast will sign up eligible families in the program for at least three years, through the end of the 2013-2014 school year. Any household that qualifies during this three-year period will remain eligible for Internet Essentials if at least one child eligible for a free or reduced lunch remains living in the household.

For general information about Internet Essentials, please visit**www.internetessentials.com** for English, and visit **www.internetbasico.com** for Spanish. Educators or third-parties interested in helping to spread the word can find more information at **www.internetessentials.com/partner**. Parents looking to enroll in the program can call 1-855-846-8376 or, for Spanish, 1-855-765-6995.

About Comcast Corporation:
Comcast Corporation (Nasdaq: CMCSA, CMCSK) (**www.comcast.com**) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

Appendix C

Sample Promotional Materials

2013 Back-to-School Campaign

How far does your daughter have to go to get online?

INTERNET ESSENTIALS℠ FROM COMCAST

Even today, many kids have to take a bus or the subway just to do their homework online. Your kids deserve the chance to do their homework on a computer at home.

With Internet Essentials from Comcast, your family can:

- Do homework
- Type book reports
- Email teachers
- Get online tutoring
- Take online classes
- Research colleges

You may qualify for Internet Essentials if your child is eligible to participate in the National School Lunch Program.

To learn more or apply, visit: **InternetEssentials.com**

Or call: **1-855-8-INTERNET (1-855-846-8376)**

AFFORDABLE INTERNET

$9.95 a month + tax

- No price increases
- No activation fees
- No equipment rental fees

A LOW-COST COMPUTER

$149.99 + tax Available at initial enrollment

FREE INTERNET TRAINING

InternetEssentials.com/learning
Online, in person and in print

Restrictions apply. Not available in all areas. Limited to XFINITY® Internet Economy Plus service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, if a customer is determined to be no longer eligible for the program but continues to receive Comcast service, regular rates will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or visit Internet-Essentials.com. ©2013 Comcast. All rights reserved. Internet Essentials is a program to provide home Internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.

COMCAST

SERVICIO DE INTERNET BÁSICO℠ DE COMCAST

Hoy en día, muchos niños tienen que tomar un autobús o viajar en metro para hacer su tarea usando el Internet. Tu hijos se merecen la oportunidad de hacer su tarea en casa y en una computadora.

Con el Servicio de Internet Básico℠ de Comcast, tu familia puede:

- Hacer su tarea
- Acceder a tutoriales en línea
- Escribir reportes escolares
- Tomar clases en el internet
- Mandar correos a maestros
- Buscar universidades

Tú podrías calificar para el Servicio de Internet Básico℠ de Comcast si tu hijo califica para participar en el Programa Nacional de Almuerzos Escolares.

Para más información o solicitar el servicio, visita: InternetBasico.com
O llama al: **1-855-SOLO-995 (855-765-6995)**

INTERNET A UN PRECIO ACCESIBLE

$9.95 al mes + impuestos

Sin:
- Aumentos de precio
- Cargo de activación
- Cargo de alquiler del equipo

UNA COMPUTADORA DE BAJO COSTO

$149.99 + impuestos

Capacitación de Internet GRATUITA

InternetBasico.com/aprender
Disponible en el Internet, en materiales impresos y en persona.

Aplican restricciones. No está disponible en todas las áreas. Limitado al servicio XFINITY® Internet Economy Plus para nuevos clientes residenciales que cumplan con ciertos criterios. El precio publicado aplica a una sola conexión. Las velocidades pueden variar y no están garantizadas. Después de la participación inicial, si el cliente ya no es elegible para continuar en el programa pero continúa recibiendo el servicio de Comcast, se aplicarán las tarifas regulares. Sujeto a los términos y las condiciones del programa Internet Básico de Comcast. Llame al 1-855-SOLO-995 (1-855-765-6995) para restricciones y más detalles o visite InternetBasico.com. Comcast © 2013. Derechos Reservados. El Servicio de Internet Básico es un programa para proporcionar servicio de Internet para el hogar a familias. No es un programa escolar, y no está respaldado ni requerido por su escuela. Su escuela no es responsable de las cuentas de Internet de Servicio Básico.

COMCAST

Opportunity for your family is online.

INTERNET ESSENTIALS℠ FROM COMCAST

Now your family has an easier way to do homework, look for a job and keep in touch.

With Internet Essentials from Comcast, your family can:

- Do homework
- Type book reports
- Email teachers
- Look for jobs
- Pay bills
- Find doctors

Enrolled families may also purchase a low-cost computer, and anyone can access our free online Learning Center, with a library of videos and other resources that help you create a safe, secure and fun online experience for your family. Just visit InternetEssentials.com/learning.

To qualify for Internet Essentials, your household must meet all of these criteria:

- Is located where Comcast offers Internet service
- Has at least one child eligible to participate in the National School Lunch Program
- Has not subscribed to Comcast Internet service within the last 90 days
- Does not have an overdue Comcast bill or unreturned equipment

To learn more or apply, visit: **InternetEssentials.com** Or call: **1-855-8-INTERNET (1-855-846-8376)**

AFFORDABLE INTERNET

$9.95 a month + tax

- No price increases
- No activation fees
- No equipment rental fees

A LOW-COST COMPUTER

$149.99 + tax

Available at initial enrollment

FREE INTERNET TRAINING

Available online, in print and in person

Restrictions apply. Not available in all areas. Limited to XFINITY® Internet Economy Plus service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, if a customer is determined to be no longer eligible for the program but continues to receive Comcast service, regular rates will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or visit InternetEssentials.com. ©2013 Comcast. All rights reserved. Internet Essentials is a program to provide home Internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.

COMCAST

Las oportunidades para tu familia están en el Internet.

SERVICIO DE INTERNET BÁSICO℠ DE COMCAST

Ahora tu familia tiene una mejor manera de hacer la tarea, buscar un trabajo y mantenerse en contacto.

Con el Servicio de Internet Básico de Comcast, tu familia puede:

- Hacer su tarea
- Buscar trabajo
- Escribir reportes escolares
- Mandar correos a maestros
- Buscar médicos
- Pagar cuentas

Las familias suscritas también podrán obtener una computadora de bajo costo, así como acceso gratuito a nuestro Centro de Aprendizaje por el Internet, con una librería de videos y otros recursos para que tu familia tenga una experiencia segura y divertida por el Internet. Visita InternetBasico.com/aprender.

Para calificar para El Servicio de Internet Básico, tu casa debe cumplir con los siguientes requisitos:

- Encontrarse donde Comcast ofrece el servicio de Internet
- Tener al menos un hijo que califique para participar en el Programa Nacional de Almuerzos Escolares
- No haber estado suscrito al servicio de Internet de Comcast en los últimos 90 días
- No tener una cuenta vencida o equipo de Comcast que no hayas devuelto

Para más información o solicitar el servicio, visita: InternetBasico.com O llama al: **1-855-SOLO-995 (855-765-6995)**

INTERNET A UN PRECIO ACCESIBLE

$9.95 al mes + impuestos

Sin:
- Aumentos de precio
- Cargo de activación
- Cargo de alquiler del equipo

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