

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 reports³ 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 then 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.

³ See Letters from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56, dated July 28, 2011; January 30, 2012; July 30, 2012; and January 28, 2013, respectively.

⁴ A sixth site, Medford, MA, participated as a "beta" site for the platforms.

Progress of the VOD Pilot Platform

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

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

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

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

Progress of the Online Pilot Platform

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

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

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

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

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

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

Gotta Love Fresno

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

¡Yo Soy Hialeah!

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

Houston's Voice

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

Made in Medford

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

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://houstonvoice.com/channel/springboardsocialmedia/>.

⁹ <http://houstonvoice.com/video/united-we-stand/>; <http://houstonvoice.com/video/no-barriers/>.

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

¹¹ <http://madeinmedford.com/community>.

Local Look Peterborough

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

Philly in Focus

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

Marketing Support Update

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

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

¹² http://locallookpeterborough.com/monadnock_international_film_festival.

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

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

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

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

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

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

Changes Implemented as Result of User Surveys and Other Research

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

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

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

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

10/16/14
Adder 14-

10/16/14
Project Open Voice





Top Videos



Houston Area Chamber of Commerce



7:30 a.m. - 7:30 p.m.



Houston Area Chamber of Commerce



2014 Houston Area Chamber of Commerce



Houston Area Chamber of Commerce

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



Weekend Art Market - Houston, TX - 2:11



Live Staffing in Houston - 3:11



Employment to Employment - 4:15

Content Partner Highlight

Most Engaged



NEW VIDEOS



CONTENT PARTNER SIGN UP

CLICK TO SIGN UP

TOP VIDEOS



RESOURCES

LEARN ABOUT PIF

EVENT/EMAIL SIGN UP

CLICK TO SIGN UP

PARTNER NEWS



EMBED THIS

CLICK TO EMBED

CONNECT



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 Diver En Blanc, the Broad Street Run, the PEA Street Fair and more! View past highlights videos here.

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

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

WHAT'S HAPPENING ON TWITTER



PHL Visitor Cntr

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



Philly Film Office

Charlie Day "Always Sunny" comedian talks about his new "oddball" role for #MonsterU @lymbc/W #PhillyConnections



Visit Philly

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

**Comcast
PEG Pilot Program Final
Report and Evaluation**

January 28, 2014

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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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).*

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.

Project Milestones

Previous reports² 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 then 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.

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.

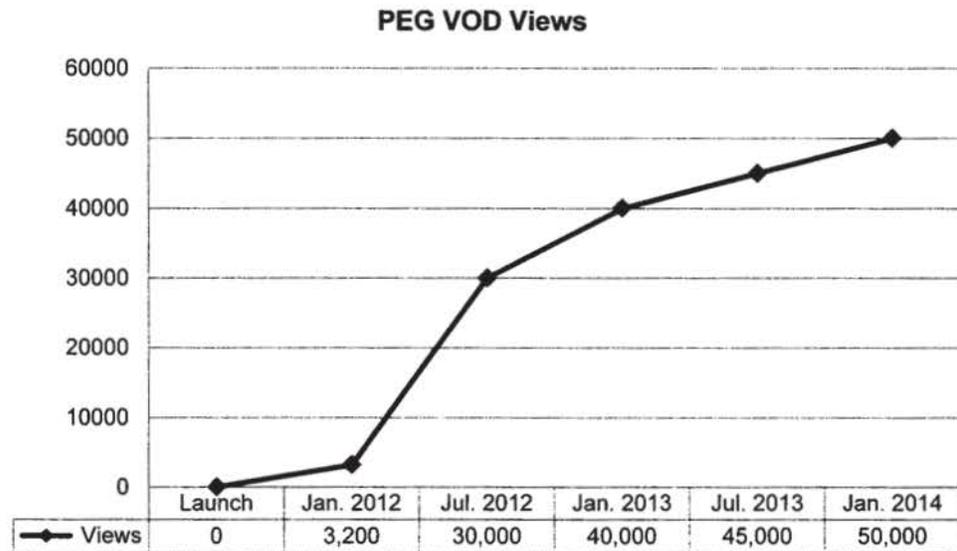


Figure 1

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.

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.

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.

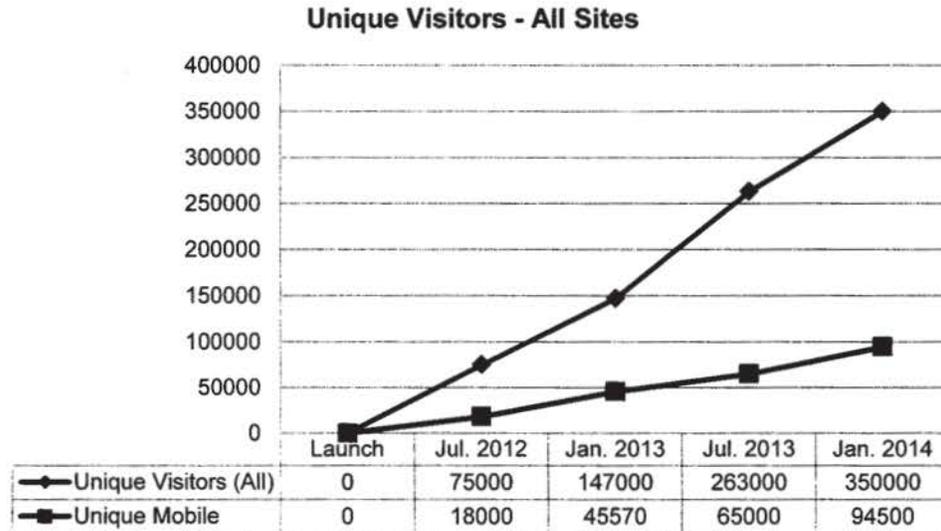


Figure 2

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.

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.

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 12 th 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 50 th 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 EssentialsTM
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
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July 31, 2013

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APPENDIX

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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>.

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.