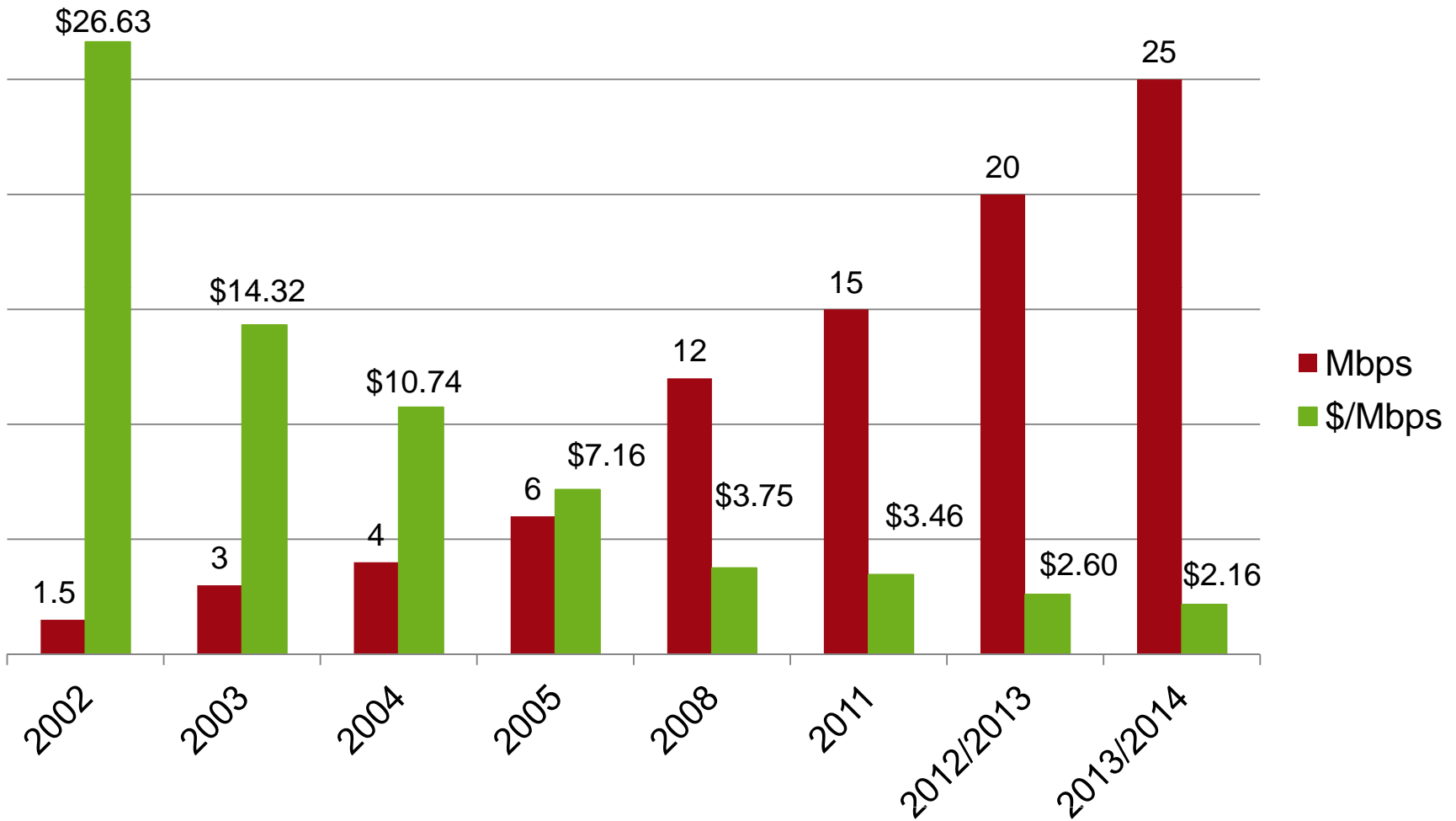


EXHIBIT 1

XFINITY Internet's Most Popular Speed Tier "Performance": Decrease in Cost/Mbps 2002 – 2014



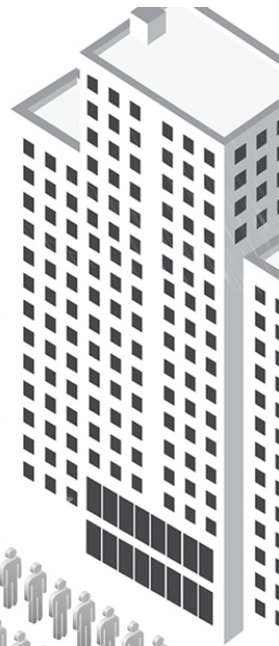
Note: Services subject to availability and may vary.

EXHIBIT 2



FACT: 94% FEEL THAT INTERNET ACCESS HAS HAD A POSITIVE IMPACT ON THEIR CHILD'S GRADES.

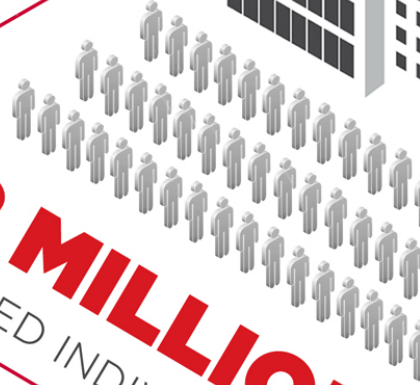
FACT: 64% FEEL THE INTERNET HELPED SOMEONE IN THEIR HOUSEHOLD FIND A JOB.



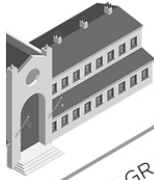
FACT: 79% OF STUDENTS ARE ASKED TO ACCESS ASSIGNMENTS ONLINE AND 98% USE THE INTERNET FOR SCHOOLWORK.



300K LOW-INCOME FAMILIES



1.2 MILLION CONNECTED INDIVIDUALS



\$1M IN GRANTS TO NON-PROFITS



1.6M TRAINED THROUGH COMCAST & PARTNERS



23K SUBSIDIZED COMPUTERS



8K COMMUNITY PARTNERSHIPS



33M BROCHURES DISTRIBUTED



1.9M CALLS TO CALL CENTER



1.8M VISITORS TO INTERNET ESSENTIALS WEBSITES

FACT: 80% OF FORTUNE 500 COMPANIES ONLY ACCEPT ONLINE APPLICATIONS.

3.6M PSAs, VALUED AT \$48M / **\$165M** INVESTED IN CASH / IN-KIND SUPPORT TO FIND DIGITAL LITERACY

<<< SPEED INCREASE SINCE 2011: 1.5 MBPS >>> 3.0 MBPS >>> 5.0 MBPS

FACT: ALMOST NINE IN TEN COLLEGE GRADS AT HOME HIGH-SPEED INTERNET 37% OF ADULTS WHO HAVE NOT COMPLETED HIGH SCHOOL.

HOW INTERNET ESSENTIALS BRIDGES THE DIGITAL DIVIDE

FACT: BROADBAND PENETRATION RATES IN LOW-INCOME NEIGHBORHOODS: **15-20%**

FACT: 90% OF HIGH-INCOME HOUSEHOLDS HAVE INTERNET SERVICE AT HOME.

EXHIBIT 3



David L. Cohen
Executive Vice President

MEMORANDUM

FROM: David L. Cohen
RE: Comcast/Time Warner Cable Announcement
DATE: February 13, 2014

This morning, Comcast and Time Warner Cable announced a transaction that will combine the cable assets of Time Warner Cable with those of Comcast. This is a friendly transaction, forged in a dynamic and robustly competitive landscape. The transaction is strongly pro-competitive and is firmly in the public interest. The details of the transaction are summarized in the accompanying press release and fact sheet.

As a company that is focused on driving innovation and responding to an intensely competitive environment with superior value and service, Comcast is excited to have the opportunity to manage these assets and bring the benefits of Comcast's industry-leading technology, user experience, and broadband service to millions of additional customers. It was just these exciting possibilities that led to the discussions between Time Warner Cable and Comcast and to the suggestion by many of our shareholders that we pursue a transaction to create this new company with such great promise for our customers and shareholders.

With this acquisition, Comcast intends to build on our extraordinarily successful acquisition of NBCUniversal, and our unparalleled record of keeping our promises to bring new benefits to consumers in prior acquisitions.

While we believe that this transaction is, and will be determined to be, pro-competitive, pro-consumer, and strongly in the public interest when we make our case and seek approval from federal regulators, we recognize that certain competitive concerns might be raised about consolidation of these assets under one roof.

But we strongly believe that these competitive concerns are already addressed, not only by the highly competitive marketplace in which the new company will vigorously compete for subscribers, but also by existing rules and regulations, as well as the binding conditions and requirements already in place as a result of the approval of the Comcast/NBCUniversal transaction. Several of these conditions will *automatically* extend to the acquired systems upon the approval and consummation of this transaction, and they ensure substantial protections and benefits, including:

- Broadcast stations in the acquired markets will have greater protections in their retransmission consent negotiations with the acquired systems. Among other things, NBC affiliate market integrity in these markets would be protected, and Comcast's

negotiations with broadcast stations would be without influence by NBCUniversal's retransmission consent or affiliate negotiations.

- PEG channels would be protected from migration to digital in the acquired systems that are not yet all-digital (unless otherwise agreed by the LFA), and would be protected from material degradation.
- The FCC's Open Internet protections will be extended to millions of additional broadband customers, irrespective of whether the FCC re-establishes such protections for other industry participants. Thus, unlike all other broadband subscribers in the country, the new company's broadband customers will enjoy the enforceable protections of the no blocking and non-discrimination rules that were put in place by the FCC, notwithstanding the action by the DC Circuit Court of Appeals vacating those rules.
- Affordable standalone broadband service will be made available and marketed in the acquired systems.
- The acquired systems' broadband service will be upgraded to meet minimum speeds in all DOCSIS 3.0 markets.
- The acquired programming networks from Time Warner Cable that Comcast will control post-closing – though modest – will be subject to the Comcast/NBCUniversal program access framework. As a result, MVPDs would have the right to include these programming networks in an arbitration demand in appropriate circumstances, and the acquired RSNs would be subject to standalone arbitration as an alternative remedy to the FCC's program access rules.
- OVDs could demand (and if necessary, arbitrate over) these newly acquired networks if the OVDs meet the relevant criteria. In addition, the acquired systems would be subject to prohibitions against practices that unduly influence or unfairly limit the provision of the acquired programming to OVDs.
- Finally, the FCC would have significant data at its disposal as to these and other requirements as a result of the company's required Annual Compliance Reporting.

The inherent benefits of this combination, together with these and other automatic protections and guarantees, should be more than sufficient to allay any concerns that this transaction is not in the public interest. Yet Comcast is prepared to do more. Below, we outline a few of the key undertakings we intend to include and expand upon in our public interest filing with the Federal Communications Commission and with the relevant antitrust agency as appropriate. We look forward to the opportunity to make our case to the agencies in detail in the near future.

1. Comcast is prepared to divest systems totaling approximately 3 million subscribers, such that Comcast's managed systems will serve residential subscribers at a level below the FCC's vacated horizontal ownership limit of 30 percent of all national multichannel video programming subscribers. In a far less competitive market than today, the Court

of Appeals twice did not accept 30 percent as a reasonable limit on a single cable company's size. In today's market, with national telephone and satellite competitors growing substantially, with Google having launched its 1 GB Google Fiber offering in a number of markets across the country, and consumers having more choice of pay TV providers than ever before, Comcast believes that there can be no justification for denying the company the additional scale that will help it compete more effectively.

2. Comcast is prepared to extend certain commitments it made in the NBCUniversal transaction to the acquired systems, including:
 - Extending Comcast's commitment to making available diverse, local news, and children's programming on various platforms in the cable systems we are acquiring from Time Warner Cable; and
 - Extending to the acquired systems Comcast's guaranteed carriage of non-commercial educational stations that have must-carry rights and have relinquished their broadcast spectrum.
3. Comcast is also prepared to build upon its very successful program for broadband adoption, by extending our industry-leading broadband adoption and digital literacy programs to low-income subscribers in the acquired systems.
4. And Comcast is prepared to extend its best-in-class diversity program to the acquired Time Warner Cable systems, covering diversity in employment, supplier diversity, programming diversity, and community investment diversity.

We are glad to have the opportunity to share our news with you, and we invite your questions or comments.

Important Information For Investors And Shareholders

This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval. In connection with the proposed transaction between Comcast Corporation ("Comcast") and Time Warner Cable Inc. ("Time Warner Cable"), Comcast and Time Warner Cable will file relevant materials with the Securities and Exchange Commission (the "SEC"), including a Comcast registration statement on Form S-4 that will include a joint proxy statement of Comcast and Time Warner Cable that also constitutes a prospectus of Comcast, and a definitive joint proxy statement/prospectus will be mailed to shareholders of Comcast and Time Warner Cable. INVESTORS AND SECURITY HOLDERS OF COMCAST AND TIME WARNER CABLE ARE URGED TO READ THE JOINT PROXY STATEMENT/PROSPECTUS AND OTHER DOCUMENTS THAT WILL BE FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Investors and security holders will be able to obtain free copies of the registration statement and the joint proxy statement/prospectus (when available) and other documents filed with the SEC by Comcast or Time Warner Cable through the website maintained by the SEC at <http://www.sec.gov>. Copies of the documents filed with the SEC by Comcast will be available free of charge on Comcast's website at <http://cmcsa.com> or by contacting Comcast's Investor Relations Department at 866-281-2100. Copies of the documents filed with the SEC by Time Warner Cable will be available free of charge on Time Warner Cable's website at

<http://ir.timewarnercable.com> or by contacting Time Warner Cable's Investor Relations Department at 877-446-3689.

Comcast, Time Warner Cable, their respective directors and certain of their respective executive officers may be considered participants in the solicitation of proxies in connection with the proposed transaction. Information about the directors and executive officers of Time Warner Cable is set forth in its Annual Report on Form 10-K for the year ended December 31, 2012, which was filed with the SEC on February 15, 2013, its proxy statement for its 2013 annual meeting of stockholders, which was filed with the SEC on April 4, 2013, and its Current Reports on Form 8-K filed with the SEC on April 30, 2013, July 29, 2013 and December 6, 2013. Information about the directors and executive officers of Comcast is set forth in its Annual Report on Form 10-K for the year ended December 31, 2013, which was filed with the SEC on February 12, 2014, its proxy statement for its 2013 annual meeting of stockholders, which was filed with the SEC on April 5, 2013, and its Current Reports on Form 8-K filed with the SEC on July 24, 2013 and August 16, 2013. These documents can be obtained free of charge from the sources indicated above. Additional information regarding the participants in the proxy solicitations and a description of their direct and indirect interests, by security holdings or otherwise, will be contained in the joint proxy statement/prospectus and other relevant materials to be filed with the SEC when they become available.

Cautionary Statement Regarding Forward-Looking Statements

Certain statements in this communication regarding the proposed acquisition of Time Warner Cable by Comcast, including any statements regarding the expected timetable for completing the transaction, benefits and synergies of the transaction, future opportunities for the combined company and products, and any other statements regarding Comcast's and Time Warner Cable's future expectations, beliefs, plans, objectives, financial conditions, assumptions or future events or performance that are not historical facts are "forward-looking" statements made within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements are often, but not always, made through the use of words or phrases such as "may", "believe," "anticipate," "could", "should," "intend," "plan," "will," "expect(s)," "estimate(s)," "project(s)," "forecast(s)", "positioned," "strategy," "outlook" and similar expressions. All such forward-looking statements involve estimates and assumptions that are subject to risks, uncertainties and other factors that could cause actual results to differ materially from the results expressed in the statements. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking statements are the following: the timing to consummate the proposed transaction; the risk that a condition to closing of the proposed transaction may not be satisfied; the risk that a regulatory approval that may be required for the proposed transaction is not obtained or is obtained subject to conditions that are not anticipated; Comcast's ability to achieve the synergies and value creation contemplated by the proposed transaction; Comcast's ability to promptly, efficiently and effectively integrate Time Warner Cable's operations into those of Comcast; and the diversion of management time on transaction-related issues. Additional information concerning these and other factors can be found in Comcast's and Time Warner Cable's respective filings with the SEC, including Comcast's and Time Warner Cable's most recent Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Comcast and Time Warner Cable assume no obligation to update any forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements that speak only as of the date hereof.

EXHIBIT 4



INVESTING IN THE CUSTOMER EXPERIENCE – INNOVATING TO DRIVE CHANGE – GENERATING MEASURABLY IMPROVED RESULTS

Improving the customer experience is a top priority at Comcast. We are investing billions of dollars in our network infrastructure and are developing innovative products and features to make it easier and more convenient for our customers to interact with us. While our satisfaction results are beginning to rise, we know we still have work to do and are laser-focused on continuing to improve our customers' experiences in a number of ways.

INVESTING IN THE CUSTOMER EXPERIENCE

- We are investing billions to transform our end-to-end customer experience through an advanced broadband network and state-of-the-art care and tech diagnostic tools for our technicians and customer account executives, self-service options for customers and innovation in our back office systems.
- We want to make it easier for customers to do business with us – from developing innovative products and features to making sure we get it right for customers the first time and offering them more self-service options.
- We are trying to be as innovative with the customer experience as we have been with our products.

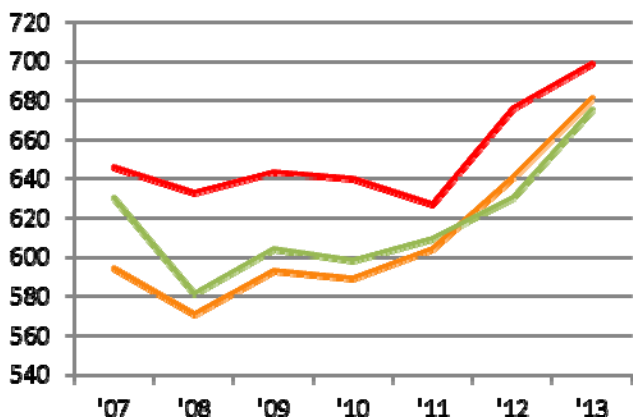
INNOVATING TO DRIVE CHANGE

- We are using innovative technologies to deliver on our commitment to respect our customers' time and give them more choice and control:
 - Offering shorter appointment windows (1-2 hour windows) plus evening and weekend appointments
 - Getting it right the first time:
 - Repeat visits for installations and/or service appointments are down about 20% since 2010
 - Our on-time performance within scheduled appointment windows is 97%
 - Providing more self-installation options, so customers can install/activate services on their schedules:
 - 42% of installs in 2013 were self-installations compared to 30% in 2012
 - Providing more self-service choices, including access to the same service diagnostic tools our agents use – more than one-third of customers manage their accounts online with My Account:
 - This is a 42% increase over the prior year
 - Created a My Account mobile app for smartphones

GENERATING MEASURABLY IMPROVED RESULTS

- Comcast's investment in customer care improvements and its use of innovative technologies are driving measurably improved satisfaction results among our customers. Our progress has been recognized by external objective parties, such as J.D. Power and Associates.
 - The annual J.D. Power Customer Satisfaction survey is widely recognized as the premier measure of consumer perception.
 - Since 2010, Comcast has improved its J.D. Powers Overall Satisfaction by nearly 100 points as a video provider, and close to 80 points in High Speed Data – more than any other provider in our industry during the same period. Over the past two years, we've have improved in our ranking for High Speed Data among industry top performers.

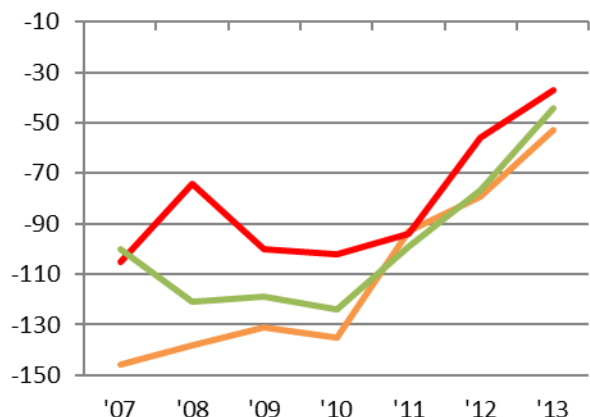
JDPA Overall Satisfaction - Comcast



- Since 2010, Comcast has **improved in J.D. Powers Overall Satisfaction +92pts (Video) and +77pts (HSD), more than any other provider in the industry during the same period.**
- For the last two years, Comcast's Video and HSD performance improvements have **outpaced the industry average.**

— Video — Voice — Internet

Closing the Gap to the Top JDPA Industry Performers



- Since 2010, Comcast has **reduced our performance gap to Top Providers by 80pts (Video), 77pts (HSD), more than any other provider during the same period.**
- Comcast's recent improvements ('12 v '13) in HSD have **improved our ranking by +3 places (8 of 15).**

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EXHIBIT 5

PROMISES MADE, PROMISES KEPT

Comcast's Track Record in the NBCUniversal, Adelphia, and AT&T Broadband Transactions

NBCUNIVERSAL (2011)

1. Increased Investment in Programming

PROMISE MADE

Comcast has a strong track record of investing in programming and will bring that approach to the new NBCUniversal. The combined entity will have more ways to distribute sports programming than Comcast or NBCUniversal alone, plus an increased ability to compete more effectively for sports rights with other networks, such as ESPN/ABC, expanding the availability of sports programming for consumers.



PROMISE KEPT

- Comcast pledged to make focused investments to ensure that the NBC Television Network remains vibrant and competitive, and the Company has been true to its word. Since 2011, Comcast has invested billions of dollars in programming for the NBC Television Network and gave it the necessary infusion of creative energy and organizational support to “go big” and reclaim its leadership among the broadcast networks. As a result of Comcast’s investments, NBC is experiencing a turnaround after being mired in last place among the four major broadcast outlets for several years.
 - NBC is winning the 2013-14 primetime season in adults 18-49, adults 25-54, and other key demos, and ranked No. 1 among ABC, CBS, NBC, and Fox for the first time in 10 years this late in the season (since the 2003-04 season). The network is up 21 percent versus one year ago, with its highest rating 27 weeks into the season, in six years. *The Hollywood Reporter* (Mar. 19, 2014), <http://bit.ly/O5cy76>. For the first time in at least a decade, NBC is on track to hit the ratings “grand slam” by winning the adults 18-49 demo in the key programming blocks of morning news, evening news, primetime, and late night.
 - NBC’s TODAY continues to gain momentum and deliver substantial ratings growth. The show was the No. 1 morning show for the 2014 February sweeps in the key adult 25-54 demo, dramatically tightening the overall morning race with ABC’s “Good Morning America.” The win marks TODAY’s best February sweeps demo results in two years, and its best February sweeps total viewer delivery in four years. *NBCUniversal Press Release* (Mar. 6, 2014), <http://bit.ly/1jw58Ea>.
 - “NBC Nightly News with Brian Williams” continues its reign as America’s most-watched network evening newscast. As of March 2014, “Nightly News” is currently posting its biggest audience (9.512 million) since the 2005-06 season and its largest advantage over ABC “World News” (+1.203 million) since the 2000-01 season. *Comcast Press Release* (Mar. 4, 2014), <http://bit.ly/1gPh0l>.
 - In primetime, NBC’s coverage of the 2014 Sochi Winter Olympics has led the network to its most dominant in-season week in the history of Nielsen’s current People Meter sample, which dates back to September 1987. *TV by the Numbers* (Feb. 19, 2014), <http://bit.ly/1gJFE8M>. “NBC retained its gold-medal ratings status one night after the Sochi Games thanks to strong returns for the ‘The Voice’ and ‘The Blacklist.’ . . . The January 27,

- 2014 episode [of the “Blacklist”] set an all-time U.S. television record, growing by 6.67 million viewers from same-night to L+7 (10.17 million to 16.84 million).” *Variety* (Feb. 25, 2014), <http://bit.ly/1IBfQh5>.
- NBC’s revamped late night lineup is an unqualified hit. During its first full week, “The Tonight Show starring Jimmy Fallon” averaged 8.490 million viewers overall, making it the most-watched week of “The Tonight Show” in 20 years, *Comcast Voices* (Feb. 24, 2014), <http://bit.ly/1psXwUN>, and the show “continues to lead the late-night pack by a considerable margin.” *The Wall Street Journal* (Mar. 13, 2014), <http://on.wsj.com/1fV3zvU>. During March 2014, both “Tonight” and “Late Night with Seth Meyers” beat their respective ABC and CBS time-period competition in every key ratings category—adults, men and women 18-34, 18-49 and 25-54, plus total viewers. *Comcast Voices* (Mar. 13, 2014), <http://bit.ly/1guYHDF>.
 - Comcast is infusing Telemundo with hundreds of millions of dollars in investments, plus the resources that the network requires to succeed in the Hispanic marketplace. “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.” *Variety* (Jul. 30, 2013), <http://bit.ly/1qxet3J>.
 - Telemundo won the rights to World Cup and FIFA events from 2015 through 2022 in a deal worth more than \$600 million, *The Hollywood Reporter* (Oct. 21, 2011), <http://bit.ly/O3b7Xn>. The network also debuted a new \$10 million studio as part of its run-up to FIFA coverage. *Miami Today News* (Aug. 13, 2013), <http://bit.ly/OST5qY>.
 - Telemundo added more than 800 hours of original content, increasing the network’s original programming slate by nearly 40 percent during the 2012-13 season, *Deadline.com* (May 14, 2012), <http://bit.ly/1fVFjd9>. Original content increased to over 1,000 hours of new content for the 2013-14 season, including five primetime telenovelas, two daytime series, and a musical-competition show coproduced with Ryan Seacrest Productions.
 - 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. The Company also launched FLUENCY, a new Los Angeles based multi-platform production studio, to develop and produce premium content for multicultural audiences, especially U.S. Hispanics, in both Spanish and English. *Variety* (May 9, 2013), <http://bit.ly/1jBfIkA>.
 - These investments in original content are driving Telemundo’s growth. In 2013, Telemundo ranked as the fastest growing Spanish-language network year over year in primetime among total viewers and adults 18-49. *Telemundo Press Release* (Aug. 28, 2013), <http://bit.ly/1p7UHbB>.
 - The season finale of “La Voz Kids” on July 28, 2013 drew over 2.6 million total viewers and 1.34 million adults 18-49, making it Telemundo’s highest-rated broadcast in the network’s history of regular programming in the Sunday 8-11pm time period. During the finale’s 10pm hour, Telemundo was the No.1 broadcast network among adults 18-49 and adults 18-34. *Telemundo Press Release* (Jul. 29, 2013), <http://bit.ly/1mxtH8h>.
 - Comcast also preserved and enhanced NBCUniversal’s marquee sports programming.
 - Comcast’s \$4.38 billion bid won the U.S. broadcast rights for the 2014 Sochi Winter Olympics and 2016 Rio de Janeiro Summer Games and the following two Olympics, beating out ESPN/ABC and News Corp.’s Fox, which had also bid for the rights package. “People at

NBC must be very happy,' said Wunderlich Securities analyst Matthew Harrigan. 'This shows that Comcast is committed to realizing value from the NBC network and stations long-term.'" *The Hollywood Reporter* (Jun. 7, 2011), <http://bit.ly/1i15gw6>.

- NBCUniversal agreed to pay \$950 million per year to extend its NFL rights package through the 2022-23 season, plus the 2015, 2018, and 2021 Super Bowl games. *The Wall Street Journal* (Dec. 15, 2011), <http://on.wsj.com/1dLJQoh>. The new agreement includes many enhancements that broaden the exposure of NFL content on NBC, and across other NBCUniversal platforms. NBC will broadcast 19 regular-season games including 17 regular-season "Sunday Night Football" games, each season's opening NFL Kickoff Thursday night primetime game and the new Thanksgiving night game, and two playoff games (one wild card game and one Divisional game). *NBCSports.com* (Dec. 15, 2011), <http://bit.ly/1iBEKZ3>. The deal allowed NBC to retain the rights to "Sunday Night Football," the No. 1 show in primetime for the past six fall TV seasons. *Comcast Voices* (Jan. 2, 2014), <http://bit.ly/1jCeJDa>.
- The networks of NBCUniversal will continue to be the home of the best NHL games. "In their first duel since Comcast and NBCUniversal joined forces, NBC has iced ESPN out of the NHL rights package, signing a deal that sources say will span a decade. While terms of the new 10-year pact weren't immediately available, the bidding is believed to have reached nearly three times the value of the current [NBC Sports] contract (\$75 million per year)." *AdWeek* (Apr. 11, 2012), <http://bit.ly/PkY2d0>. NBC's broadcast of key matchups has been a ratings success. *Comcast Voices* (Mar. 3, 2014), <http://bit.ly/1eFSOS3>.

2. Increased Investment in NBC News

PROMISE MADE

Comcast has made clear that it is committed to investing in and strengthening the venerable NBC News group.



PROMISE KEPT

- Under Comcast's stewardship, NBC News continues to preside over America's No. 1-rated newscast, "NBC Nightly News with Brian Williams," and the longest-running television series in American history, "Meet the Press."
- To enhance collaboration between its news brands, NBCUniversal combined its broadcast and cable news operations, putting NBC News, MSNBC, CNBC, and The Weather Channel under the corporate umbrella of the NBCUniversal News Group. This unified structure has increased the collaboration between teams. For example, NBC News and Telemundo officials now share logistical help, resources and planning. Telemundo reporters are starting to appear more frequently on NBC and MSNBC, and the same occurs on Telemundo for NBC's journalists who can speak Spanish. *NPR.org* (Aug. 14, 2012), <http://n.pr/NM4fg8>.
- The continuously growing online presence of NBC News, NBC News Digital, includes NBCNews.com, EducationNation.com, TODAY.com, NightlyNews.com, social media, and all of the network's digital initiatives. NBCUniversal News Group has also been expanding its digital presence and investing in digital properties that will attract a new generation of viewers.

- Comcast purchased Microsoft’s 50 percent stake in MSNBC.com for \$300 million and renamed the news site NBCNews.com. *The Hollywood Reporter* (Jul. 15, 2012), <http://bit.ly/Q99IzR>. “This is much more than a makeover. We’re changing the way we tell stories,” added NBC News Digital VP of News Gregory Gittrich in a statement to the press. “This is a full relaunch, from the back-end technology to the unique user experience and design—all fueled by a totally new content strategy. Our goal is to focus on original journalism, take advantage of the full extent of NBC News resources, and invest in coverage.” *The Wrap* (Feb. 5, 2014), <http://bit.ly/1iYSQWH>.
- The new NBCNews.com also features a new vertical focused on original reporting and analysis relevant to the Latino community (www.nbcnews.com/news/latino), and will launch an additional vertical dedicated to serving the Asian Pacific Islander community. By integrating these verticals into the main site, that coverage will benefit from greater exposure to the broader NBCNews.com audience and the more significant promotion of the NBCNews.com site.
- The NBCUniversal News Group formed a strategic investment and content partnership with Revere Digital, the new technology-focused media company launched by highly regarded technology and digital media journalists Kara Swisher and Walt Mossberg, formerly of AllThingsD.com. Swisher and Mossberg’s new company will manage a digital media and technology news, reviews and analysis web site called “Re/code” along with a global conference business. With this partnership, the NBCUniversal News Group will expand its Silicon Valley presence and technology coverage by incorporating Revere’s breaking news and analysis stories across NBCUniversal News Group’s multiple media platforms. *CNBC.com* (Jan. 2, 2014), <http://cnb.cx/Q8YjQF>. NBCUniversal News Group and NowThis News will collaborate to create original, short-form videos to be distributed across mobile and social platforms using content from TODAY, MSNBC, NBC News, and CNBC. The NBCUniversal News Group made multi-million dollar equity investments in both businesses.

3. Willingness to Experiment with New Products and Services

PROMISE MADE

By combining NBCUniversal’s programming with Comcast’s multiple distribution platforms, the transaction will increase Comcast’s and NBCUniversal’s flexibility to experiment with and develop new ways to make programming available to consumers. As a result of the transaction, consumers will get more choice and more control over their viewing experience, and they will get it sooner rather than later.



PROMISE KEPT

- Comcast’s X1 platform is giving the Company the flexibility to rapidly innovate and offer new features and services to our customers. For example, Comcast worked directly with NBC Sports to build an HTML5 web app that brought the NBC Sports Live Extra app, and 1000+ hours of live Olympic event coverage, to TV for the first time. *Comcast Voices* (Feb. 19, 2014), <http://bit.ly/Q8FblQ>.
- Comcast and NBCUniversal are leading the industry’s deployment of TV Everywhere.
 - “NBCUniversal now leads the industry in rolling out TV Everywhere, a benefit that has extended not only to Comcast, but to several other MVPDs.” *IHS Technology* (Oct. 18,

- 2013), <http://bit.ly/1cQanL2>. Fifteen of NBC Universal's 18 channels now have a TV Everywhere application, and five of those offer live streaming.
- The Olympic Games have been a critical driver of TV Everywhere, helping to propel awareness and usage. NBC Sports delivered a massive 10.8 million hours of online video as part of its production of the 2014 Winter Olympic Games in Sochi, Russia. More than 8.5 million hours of video was consumed through "TV Everywhere" authenticated live streams on NBCOlympics.com and the NBC Sports Live Extra app. In an unprecedented effort, 225 multichannel distributors offered verification for their customers, with more than 4.8M devices successfully verified. NBCOlympics.com and the NBC Sports Live Extra app saw 24.6M video viewers (160 percent higher than the 2010 Vancouver Winter Games and 8 percent higher than the 2012 London Summer Games). And the February 21, 2014 verified live stream of the Olympic men's ice hockey semifinal between the United States and Canada generated more than 2.1 million unique users (2.12 million)—believed to be the largest "TV Everywhere" verified streaming audience in U.S. history, and ranking No.1 in unique users for any NBC Sports Digital stream, topping NBC's non-authenticated Super Bowl XLVI in February 2012. *NBC Sports Group Press Release* (Mar. 6, 2014), <http://bit.ly/1kxP8ID>.
 - Comcast launched the Xfinity TV Go app, which enables customers to watch more than 50 television channels over the Internet on their Apple and Android-powered mobile devices, plus the ability to stream more than 25,000 VOD choices and download thousands of hit movies and TV shows to watch offline later. Participating networks include A&E, BBC World News, Bravo, beIN SPORT, beIN SPORT en Español, Big Ten Network, CNBC, CNN, Cooking Channel, Disney Channel, Disney Junior, Disney XD, DIY Network, E!, ESPN, ESPN2, ESPN3, ESPN Deportes, ESPNEWS, ESPNU, Food Network, FOX Business Channel, FOX News Channel, FOX Sports 1, FX, FXX, Golf Channel, HGTV, HISTORY, HLN, MSNBC, mun2, National Geographic Channel, Nat Geo WILD, NBCSN, Oxygen, Sprout, STARZ, Syfy, TBS, TNT, Travel Channel, truTV, USA Network, and all seven Pac-12 Networks. *Comcast Press Release* (Mar. 19, 2014), <http://bit.ly/1rojBrg>.
 - Comcast launched the Xfinity TV store—offering subscribers select TV shows and movies for purchase several weeks ahead of DVD release—marking the Company's foray into the electronic sell-through ("EST") market to compete with iTunes, Amazon.com, Walmart's Vudu, and others. Subscribers who purchase the TV shows and movies can watch the programming on TV and through mobile devices. "In a recent conference call with analysts, Lionsgate CEO Jon Feltheimer noted that less than three months after Comcast began selling movies, it already controls 15 percent of the [EST]/Digital HD market—a testament to Comcast's aggressiveness and willingness to try new things. 'Comcast's recent entry into the EST business is already proving to be a catalyst for accelerated [digital] growth,' Feltheimer said." *Home Media Magazine* (Feb. 14, 2014), <http://bit.ly/1fp9ddM>.
 - Comcast also launched new services that demonstrate its leadership in social television.
 - "Second-screen TV viewing companion app Zeebox is going live in the U.S. with big production and commercial support from NBCUniversal and parent Comcast that the trio say will elevate the new-wave multitasking practice to the mainstream. Siblings Comcast Cable and NBCU, which are 'lead partners,' have each invested an undisclosed sum for a minority equity stake, while NBCU will also produce in-app components to enhance 307 of its shows using Zeebox . . ." *PaidContent.org* (Sep. 27, 2012), <http://bit.ly/1itmpgV>.

- Comcast and Twitter partnered to create a new feature called “See It” that gives millions of Xfinity TV customers the ability to instantly access TV shows, movies, and sports directly from a Tweet. “See It” debuted in November 2013 with shows from NBCUniversal’s networks, and will soon reach millions of users through additional video distributors, television networks, and an expanded roster of popular shows from partners like ABC Entertainment Group, A+E Networks Group, AMC Networks Inc., Cablevision’s Optimum TV, Charter Communications, Crown Media Family Networks, Discovery Communications, Fox Networks Group and Time Warner Cable. *Comcast Press Release* (Dec. 11, 2013), <https://see.it/site/press>. *Variety* noted that the “See It” button should be the “game-changer pay TV desperately needs” and that “TV Everywhere may finally live up to its name,” thanks to “See It.” *Variety* (Nov. 24, 2013), <http://bit.ly/1hieQa6>.

4. Advertising Efficiencies

PROMISE MADE

The NBCUniversal transaction will allow the companies to offer complementary advertising opportunities and/or volume discounts, which are pro-competitive, and to share advertising resources. The transaction will also speed the deployment of advanced advertising services.



PROMISE KEPT

- The Company launched “NBCU+ Powered by Comcast,” a platform designed to sell targeted ads to VOD users while offering advertisers insights culled from anonymized subscriber set-top box data. The product will allow marketers to target ads by household in VOD for NBCUniversal’s national broadcast and cable inventory. Previously, the only addressable-enabled inventory available on Comcast VOD was the Comcast-controlled time on cable networks. The goal is to give national advertisers additional audience data—beyond age and gender—to help them decide what brands to promote on which shows. *Comcast Press Release* (Jan. 30, 2014), <http://bit.ly/1oQn3a7>. “No other media company today can do this,” said NBCUniversal Ad Sales President Linda Yaccarino.” *Deadline.com* (Jan. 30, 2014), <http://bit.ly/1jz3tQ1>.
- Telemundo Media launched Telemundo+, an advertising collaboration between Telemundo and Comcast Spotlight—the advertising sales division of Comcast—to build an unprecedented advertising platform that enables leading marketers to geo-target relevant Hispanic households across multiple screens with English, Spanish, or bilingual customized messages on general market cable networks. *The New York Times* (Sep. 30, 2012), <http://nyti.ms/1iVMqaD>.
- Twitter, Comcast, and NBCUniversal also created an advertising partnership between NBCUniversal and Twitter through its Amplify program that will embed sponsored videos in tweets. *Daily Finance* (Oct. 9, 2013), <http://aol.it/1dKaAD0>.
- The Company established advertising sales partnerships between its owned stations and NBCUniversal regional sports networks (“RSNs”). For example, the NBC Owned Television Stations’ sales organization acts as a paid representative in the national spot market for Comcast SportsNet New England, Philadelphia, Mid-Atlantic, Houston, Northwest, and SNY.

5. Talent Sharing and Cross-Promotion

PROMISE MADE

The transaction will lead to synergies from the sharing of resources (including talent) in sports, local news, and entertainment programming. Sharing of resources would enable the combined company to reduce costs, expand output, and improve the quality of programming. The transaction also will give Comcast and NBCUniversal the incentive and ability to promote networks and shows on other networks either in the form of short advertisements or within programming itself, which increases consumers' awareness.



PROMISE KEPT

- NBCUniversal-owned television stations in select markets are benefiting from the resources and specialized coverage provided by Comcast SportsNet regional networks. Comcast SportsNet Bay Area, which has the area's largest sports news team, provides live daily sports news segments for NBC Bay Area's 6pm and 11pm newscasts. *The Hollywood Reporter* (Apr. 20, 2012), <http://bit.ly/1jyykui>. A similar arrangement is in place between Comcast SportsNet Philadelphia and NBC Philadelphia. The collaboration will align Comcast SportsNet Philadelphia's dedicated all-sports staff, which produces over 1,600 hours of award-winning sports news and analysis annually, with NBC Philadelphia's unparalleled local newsgathering, weather, and traffic expertise. *CSNPhilly.com* (Nov. 18, 2013), <http://bit.ly/1jyzo19>.
- "Noticiero Telemundo" anchorman José Díaz-Balart has filled in as a daytime anchor on MSNBC. This makes Díaz-Balart the first journalist on U.S. television to anchor both an English and a Spanish-language newscast on two networks for a week straight. *MediaBistro.com* (Jun. 11, 2011), <http://bit.ly/1mwKkB8>. Díaz-Balart also appeared with NBC's Brian Williams during a Republican primary debate. *NPR.org* (Aug. 14, 2012), <http://n.pr/NM4fg8>.
- The Company has engaged in valuable cross-promotion across its various entertainment properties. "Project Symphony" is a strategic initiative to identify creative, technological, and strategic opportunities between Comcast and NBCUniversal's portfolio of entertainment platforms—a unique competitive advantage that yields significant ratings and box-office gains. *Variety* (Oct. 16, 2013), <http://bit.ly/1dku3vW>. For example, NBC took advantage of the Symphony program to promote its fall series across the portfolio and Comcast platforms, including "The Voice" and "The Blacklist," which claimed the No. 1 and No. 2 spots among primetime viewership. Universal Pictures' "Despicable Me 2" also was supported by the Symphony program across NBCUniversal and Comcast content and platforms. Additionally, the Sochi Olympics were promoted across NBCUniversal's entire portfolio, as well as Comcast platforms. Other Symphony projects include, among others, the rebranding of Versus as NBC Sports Network (now NBCSN), *Adweek* (Aug. 2, 2011), <http://bit.ly/NM1lmh>, co-branding golf tournaments broadcast on NBC under the "Golf Channel" banner, and pairing Telemundo and Fandango to launch a movie site specifically geared toward Hispanic movie fans. *Multichannel News* (Feb. 25, 2013), <http://bit.ly/1gw2v6w>.

6. Unaffiliated and Independent Programming

PROMISE MADE

The proposed transaction will not diminish Comcast's reliance on unaffiliated content.

Comcast will launch 10 independently owned or operated networks within eight years, eight of which are to be minority-owned or -controlled.



PROMISE KEPT

- Comcast continues to rely on other content providers to provide the vast majority of its video content. At the close of the NBCUniversal transaction, nearly six out of seven channels Comcast carries were unaffiliated with Comcast. Today, that number has increased to nearly seven out of eight networks.
- Comcast is proud of its relationships with independent programmers. The Company carries more than 160 channels that have no affiliation with major programmers, including many niche, minority, and international channels.
- Within the first three years, consistent with the schedule to which it committed, Comcast launched five of the 10 independent networks that it committed to in the NBCUniversal transaction: BBC World News in 2011; ASPIRE and Baby First Americas in 2012; and REVOLT and El Rey in 2013. The latter four networks also satisfy the first half of Comcast's voluntary commitment to launch independent networks with Hispanic American or African American ownership or management.
- Comcast has pledged to add five more independent channels in the coming years, including four more with Hispanic American or African American ownership.

7. Programming Deals with Online Video Distributors and MVPDs

PROMISE MADE

Continue to provide programming to online video distributors ("OVDs") and multichannel video programming distributors ("MVPDs").



PROMISE KEPT

- Agreements with OVDs have become a regular part of the Company's program licensing business. Since the closing of the transaction, NBCUniversal has entered into or renewed numerous agreements with several OVDs, including deals with Amazon, Apple, Barnes & Noble, Best Buy, Google, Hulu, Microsoft, Netflix, Samsung, Sony, and Vudu, among others.
- NBCUniversal has also entered into various agreements with MVPDs that include access to linear channels across multiple platforms without resort to arbitration.
- The Company believes that its approach to online video distribution positions it as the most "online friendly" programmer and MVPD in the industry.

8. Telemundo VOD and Multicast

PROMISE MADE

Comcast will use its Video on Demand (“VOD”) and online platforms to feature Telemundo and mun2 programming. Comcast will launch a new multicast channel on its Telemundo Station Group stations by January 28, 2012, and make this programming available to Telemundo affiliates.



PROMISE KEPT

- The Company has exceeded the three-year commitment to increase the number of Telemundo and mun2 programming choices on its central VOD storage facilities from 35 to 300. As of the end of January 2014, 335 Telemundo and mun2 VOD programming choices were available.
- In January 2012, Telemundo launched Exitos TV, a new network on Telemundo’s multicast spectrum, across the 15 stations that then composed the Telemundo Station Group. As required, Exitos TV has been made available to the Telemundo-affiliated broadcast stations not owned by NBCUniversal.
- In addition, NBCUniversal created the Hispanic Enterprises and Content unit, which is charged with expanding its reach and relevance to Hispanic audiences across its news and entertainment platforms.

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

PROMISE MADE

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.

Establish cooperative arrangements with locally focused non-profit news organizations.



PROMISE KEPT

- “When Comcast Corp. took over management of NBCUniversal in 2011, it made a commitment to significantly upgrade NBC’s local news-gathering operations, which had been scaled back during the previous ownership during an advertising slump brought on by the Great Recession.” *Los Angeles Times* (Feb. 7, 2014), <http://lat.ms/1dn9BdU>. Comcast has delivered on that promise by investing over \$100 million in personnel, newsgathering capabilities, and capital improvements in the NBC Owned Television Stations and the Telemundo Station Group.
- Comcast’s investments have helped the combined 27 local broadcast stations of the NBC Owned Television Stations division and the Telemundo Station Group to significantly over-deliver on their commitment to locally produce an additional 1,000 hours of local news and information programming over and above the amount aired in the year preceding the closing of the transaction.
 - During 2013, the 10 NBC Owned Television Stations 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, surpassing the requirement to add 1,000 hours of new, local news programming by approximately 1,500 hours.
- At the Telemundo Station Group, the stations 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 in Philadelphia, PA and McAllen, TX. Telemundo’s total exceeds the requirement in this condition by approximately 1,300 hours.
 - Key investments in newsgathering capabilities and capital improvements at the owned television stations include:
 - The expansion of local news resulted in the hiring of more than 130 people across all 10 stations, including reporters, producers, and photographers. The NBC Owned Television Stations also established investigative and/or consumer units in all markets, added or upgraded dozens of vehicles for live news capability, purchased new cameras, built new sets and studios, added helicopter coverage, and restored promotions departments at all 10 stations. *Deadline.com* (Oct. 31, 2011), <http://bit.ly/PuAT7S>.
 - Similarly, the Telemundo Stations Group invested millions of dollars in capital improvements, including the expansion of local news, newsgathering equipment, transmission upgrades and technology, and distribution platforms. *The Hollywood Reporter* (Aug. 8, 2011), <http://bit.ly/1hyy8Zt>. A second round of investments was used to reinforce the stations’ technological backbone and optimize distribution and signal quality across all markets. *NBCUniversal Press Release* (May 9, 2012), <http://bit.ly/1pAitNH>.
 - NBC4 Southern California (KNBC) inaugurated a two-building, 150,000-square-foot complex that eventually will be home to more than 600 workers. In addition to the staff of KNBC, the complex along Lankershim Boulevard will serve as the main West Coast bureau of NBC News, MSNBC, CNBC, and Telemundo News. In spring 2014, staff members of sister station Telemundo Los Angeles (KVEA) will join KNBC’s operations in the eastern building of the complex. KNBC and KVEA reporters and editors will share a newsroom but the two stations will have separate studios. *Los Angeles Times* (Feb. 7, 2014), <http://lat.ms/1dn9BdU>.
 - The construction of a new state-of-the-art broadcasting and multimedia news facility shared by NBC 5 Dallas-Fort Worth (KXAS) and Telemundo Dallas (KXTX). *NBCDFW.com* (Oct. 1, 2013), <http://bit.ly/N7EKFS>.
 - Telemundo Philadelphia (WWSI), one of two new stations added to the Telemundo Station Group during 2013, launched its first-ever news department by hiring staff for its two new, Spanish-language newscasts. *Philly.com* (Jan. 14, 2014), <http://bit.ly/1j3uGKx>. Telemundo Philadelphia will soon share a new state-of-the-art studio with sister station NBC Philadelphia (WCAU) at the Comcast Innovation and Technology Center to be built in Center City Philadelphia. *Comcast Press Release* (Jan. 15, 2014), <http://bit.ly/1m46K9Q>.
 - Additional investment in the stations’ news coverage includes NBC Washington’s (WRC) opening of news bureaus in Northern Virginia and Prince George’s County, Maryland to expand local coverage in those areas. Five stations—NBC4 Southern California (KNBC), NBC4 New York (WNBC), NBC 5 Chicago (WMAQ), NBC10 Philadelphia (WCAU), and NBC 5 Dallas-Fort Worth—have their own news helicopters instead of sharing them with competitors. NBC 4 New York (WNBC) debuted a new studio at Rockefeller Center for its

news broadcasts, while NBC 5 Chicago (WMAQ) and NBC 6 South Florida (WTVJ) remodeled their news studios. In addition, the control rooms were upgraded at the Telemundo Station Group stations serving the Bay Area (KSTS), Chicago (WSNS), Houston (KTMD), and Puerto Rico (WKAQ).

- Comcast invested more than \$27 million for the purchase of two Telemundo broadcast stations: Telemundo Philadelphia (WWSI), *TVNewsCheck.com* (Jul. 2, 2013), <http://bit.ly/1fut8lo>, and Telemundo 40 (KTLM) in Rio Grande City, TX. *TVNewsCheck.com* (Jan. 2, 2014), <http://bit.ly/1j0AofA>. The Company upgraded WWSI's transmitter and antenna, and hired staff for two daily news broadcasts, the station's first-ever. *Broadcasting & Cable* (Sep. 11, 2013), <http://bit.ly/1ijjMho>.
- The NBC Owned Television Stations enhanced their investigative resources by entering into cooperative agreements with locally focused, non-profit news organizations. As a result, five of the 10 stations in the NBCUniversal Owned Television Stations division maintain arrangements to cooperate on story developments, sharing news footage and other content resources, providing financial and in-kind support, sharing technical facilities and personnel, cross-promoting, and cross-linking/embedding of websites. These collaborations 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. Beyond the reciprocal investigative and content production support, NBCUniversal has also provided financial assistance to its news partners.
- Comcast launched new local and public interest content on its VOD and online platforms, including public interest programming as part of its celebration of Black History Month, Asian Pacific American Heritage Month, LGBT Pride Month, Native American Heritage Month, and Hispanic Heritage Month, much of which is also available online at XfinityTV.com. In 2013, Comcast also launched the award-winning HisDreamOurStories.com in celebration of the 50th anniversary of the March on Washington.

10. VOD Choices

PROMISE MADE

Maintain robust VOD offerings for our customers at no additional cost.



PROMISE KEPT

- Comcast has met—and exceeded—the three-year requirement to increase the number of free VOD programming choices from the 15,000 average monthly choices available before the closing of the NBCUniversal Transaction to 20,000 choices. During 2013, the total number of VOD choices available at no additional charge to Comcast subscribers averaged 38,991 a month. This includes an average of 739 VOD broadcast content choices a month (or a cumulative total of about 9,000 choices), a 162 percent increase over the 282 VOD broadcast content choices a month (or a cumulative total of about 3,387 choices) available during the year preceding the close of the NBCUniversal transaction (2010). 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.

- In addition, Comcast's WatchatTM weeklong event lets Xfinity TV customers get a free pass to 5,000+ episodes from more than 130 series from 48 premium, cable and broadcast networks. *Comcast Press Release* (Mar. 20, 2014), <http://bit.ly/1gw9Z9U>.

11. Journalistic Independence

PROMISE MADE

Maintain NBCUniversal's policy of journalistic independence.



PROMISE KEPT

- NBCUniversal's policy of journalistic independence remains in effect. Comcast has likewise adopted a policy to ensure the journalistic independence of the news programming organizations of all NBCUniversal networks and stations.

12. Children's Programming

PROMISE MADE

Add an additional 1,500 VOD programming choices for children and families within three years. Comcast will pursue additional opportunities to feature children's content on all available platforms.

Provide additional educational and instructional ("E/I") programming on the NBCUniversal-owned television stations.



PROMISE KEPT

- Comcast met and exceeded the three-year milestone to add an additional 1,500 VOD choices appealing to children and families. 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 available during the year preceding the closing of the NBCUniversal transaction (2010). 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. *Comcast Press Release* (Jul. 1, 2013), <http://bit.ly/1cT0HVz>.
- The NBCUniversal Cable Entertainment Group increased its stake to full ownership of [Sprout](#), deepening the Company's commitment to building an overall kids and family entertainment strategy. *Comcast Press Release* (Nov. 13, 2013), <http://bit.ly/ORuSSc>. Soon thereafter, Sprout launched Sprout NOW, giving subscribers unprecedented access to its content anywhere, anytime, on any device. Now, preschoolers and their families will be able to access all of their favorite Sprout series, including original programming via www.Sproutonline.com/now and through the Sprout NOW mobile app. Sprout NOW offers Sprout's live linear stream of programming as well as full episodes on demand and more. *Fierce Cable* (Feb. 26, 2014), <http://bit.ly/1gVRjvm>.

- All 10 stations in 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 E/I programming on its primary channel on Saturday and Sunday morning, for a total of four hours per week.

13. Rating Icons and Parental Controls

PROMISE MADE

Provide clear and understandable on-screen TV ratings information for all original entertainment programming on its broadcast and cable networks.

Improve set-top-box parental controls and parental dashboards.

In an effort to constantly improve the tools and information available to parents, Comcast will expand its growing partnership with Common Sense Media, a highly respected organization offering enhanced information to help guide family viewing decisions.



PROMISE KEPT

- In early 2011, the NBC Network launched improved TV ratings icons that are 50 percent larger than the previous icons, use a high-contrast background-to-foreground color combination, and are displayed on screen for 15 seconds. Also in early 2011, consistent with the cable industry’s best practices, all NBCUniversal networks deployed the improved television ratings icons. All of the programming provided by the NBCUniversal networks to NBC.com and other NBCUniversal websites also includes online program ratings information.
- Comcast has enhanced the functionality of the parental controls on its set-top boxes and introduced whitelisting capabilities to its parental control dashboard.
- 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.
- During 2013, Comcast and NBCUniversal aired over \$45 million worth of PSAs on parental controls, including over \$7.87 million worth of spots in support of an industry-wide campaign to remind parents of where to find and how to use TV and film rating systems, and parental control blocking technology. *Fierce Cable* (Feb. 27, 2013), <http://bit.ly/1pyFi4n>.
- Common Sense Media 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. 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 information when watching video on the TV, PC, tablet, or smartphone.

14. Public Service Announcements

PROMISE MADE

Provide \$15 million worth of public service announcements (“PSAs”) per year on topics such as digital literacy, parental controls, nutritional guidelines, and childhood obesity.



PROMISE KEPT

- Since 2011, the Company has aired over \$100 million worth of PSAs, nearly double the amount required. In 2013, Comcast’s qualifying networks (*i.e.*, networks that have a higher concentration than the median cable network of adults 25-54 with children under 18 in the household) aired PSAs with a value of over \$61 million, four times what was required by the condition.
- The childhood obesity PSAs aired at least once during each hour of NBC’s “core” E/I programming, plus an average of two times a day on Sprout.
- In addition, in 2013, Comcast-NBCUniversal’s networks ran close to \$13 million worth of PSAs in support of Common Sense Media.

15. Community Programming

PROMISE MADE

Develop a five-community pilot program to host PEG and other local content on VOD and online.

*Comcast will not migrate PEG channels to digital delivery on any Comcast cable system until the system has converted to all-digital distribution (*i.e.*, until all analog channels have been eliminated), or until a community otherwise agrees to digital PEG channels, whichever comes first.*



PROMISE KEPT

- Comcast conducted VOD and online PEG trials in five pilot communities from February 2011 to January 2014, which helped to ensure that the Company’s launch of each platform had broad support from the local content creators. The VOD component of the pilot program consisted of dedicated content “folders” accessible to Comcast VOD customers in each of the pilot communities, while the online pilot program consisted 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. The results showed strong support among content providers and consumers for the pilot platforms, particularly the websites.
- Comcast has not migrated any PEG channels to digital delivery on any system that has not converted to all-digital distribution, and has not implemented changes in the method of delivery of PEG channels that resulted in a material degradation of signal quality or impairment of viewer reception.

16. Standalone Broadband

PROMISE MADE

Provide consumers with the ability to obtain speed- and price-competitive standalone broadband access option.

PROMISE KEPT

- Comcast offers its “Performance Starter” tier, a 6 Mbps downstream / 1 Mbps upstream speed standalone broadband service, priced at \$49.95 per month.
- Comcast has exceeded the requirement to offer a broadband tier of at least 12 Mbps downstream speed in all Comcast DOCSIS 3.0 markets. Customers in Comcast’s top 30 markets have access to at least three higher speed tiers, including a “Performance” tier offering at least 25 Mbps downstream / 5 Mbps upstream and an “Extreme” tier featuring speeds of 105 Mbps down / 20 Mbps up.

17. Broadband Deployment

PROMISE MADE

Expand access to broadband services.

PROMISE KEPT

- Comcast surpassed the three-year milestones of (i) expanding its broadband network by at least 1,500 miles per year for three years, and (ii) extending its broadband plant to approximately 400,000 additional homes. Since 2011, Comcast has extended its broadband network by approximately 6,300 miles and passed over 715,000 additional homes.
- In addition, Comcast extended its broadband infrastructure to 33 rural communities in 2011, exceeding its commitment to extend the network to six rural communities.
- Finally, Comcast added courtesy broadband and video accounts to over 650 schools, libraries, and other community institutions in underserved areas, exceeding the commitment to add 600 such accounts.

18. Internet Essentials™

PROMISE MADE

Launch a broadband adoption program to help bridge the digital divide.

PROMISE KEPT

- *Internet Essentials* by Comcast 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.

- In just two-and-a-half years, more than 1.2 million Americans, or 300,000 families, have been connected to the power of the Internet at home.
- Comcast has made a serious and sustained effort to get the word out on *Internet Essentials* by:
 - Distributing over 33 million brochures to school districts and community partners for free (available in 14 different languages).
 - Broadcasting more than 3.6 million public service announcements with a combined value of nearly \$48 million.
 - Forging more than 8,000 partnerships with community-based organizations, government agencies, and elected officials at all levels of government.
- Other significant milestones include:
 - Offering *Internet Essentials* in more than 30,000 schools and 4,000 school districts in 39 states and the District of Columbia to spread the word and help bring more families online.
 - Investing more than \$165 million in cash and in-kind support to help fund digital literacy initiatives nationally, reaching more than 1.6 million people through Comcast’s non-profit partners.
 - Fielding 1.9 million phone calls to the *Internet Essentials* call center.
 - Welcoming 1.8 million visitors to the *Internet Essentials* websites, which supply information in both English and Spanish, and the Online Learning Center.
 - Providing *Internet Essentials* customers with more than 23,000 subsidized computers at less than \$150 each.
- While Comcast’s original commitment was unprecedented, it has greatly enhanced the program, taking these voluntary steps:
 - Extending the program indefinitely—beyond Comcast’s initial three-year commitment. *Comcast Press Release* (Mar. 4, 2014), <http://bit.ly/1gtR8aU>.
 - Expanding the eligibility criteria for *Internet Essentials* twice, first by extending eligibility to families with children eligible to receive reduced price school lunches, and then by including parochial, private, cyberschool, and homeschooled students. As a result, nearly 2.6 million families nationwide are now eligible for *Internet Essentials*.
 - Increasing the broadband speeds for *Internet Essentials* customers twice in less than two years; *Internet Essentials* now offers up to 5 Mbps downstream, which is triple the speed offered at the beginning of the program.
 - Expanding an instant approval process for families whose students attend schools with 70 percent or more National School Lunch Program participation (previously, the threshold was 80 percent), which enhanced participation rates.
 - Creating an online application tool on both the English and Spanish-language *Internet Essentials* websites to make it easier and faster for a family to apply for *Internet Essentials*.

- Enabling Comcast’s community partners 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.
- Launching an enhanced version of its online Learning Center to provide families with enhanced and dynamic content, including new interactive content in Spanish.
- Comcast established a multi-year, multi-million dollar 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, and multiple joint promotion opportunities around the country over the next few years. *Comcast Press Release* (Dec. 16, 2013), <http://bit.ly/1ews82l>.
- In addition, Comcast recently made grants totaling more than \$1 million to communities across the country to create “*Internet Essentials Learning Zones*.” The grants are part of Comcast’s multifaceted Gold Medal Recognition Program for communities that have done the most to help close the digital divide. Learning Zones will bring together the non-profit community, schools, and Comcast to create a continuum of connectivity during the day, after school, and at home. As part of these efforts, Comcast offered an opportunity for all eligible families in these communities to receive free *Internet Essentials* service for six months if they registered with the program during a three-week period in March. More than 4,300 new families signed up for the program under this promotional offer.

19. Diversity Initiatives in the Memoranda of Understanding (MOU): Governance

PROMISE MADE

Comcast and NBCUniversal will establish four external Diversity Advisory Councils with representative leaders from minority organizations, including African Americans, Latinos, and Asian Pacific Islanders. These four councils will work closely with each company’s internal Diversity Council, providing advice on diversity issues, and collectively will comprise a new Diversity Joint Council. Both companies will measure and report on their corporate diversity initiatives through the Joint Council, which will meet at least twice annually, including one meeting each year with Brian L. Roberts, Comcast’s Chairman and CEO.



PROMISE KEPT

- Comcast and NBCUniversal established an external Joint Diversity Council to advise the Company regarding diversity and inclusion efforts. It 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 Native Americans, people with disabilities, veterans, and the lesbian/gay/bisexual/transgender (“LGBT”) community.
- The Joint Council participates in formal meetings attended by Comcast and NBCUniversal leadership, and regularly interacts with the Company’s Internal Diversity Councils and corporate-level Diversity and Inclusion Groups to share information and consult about ideas for achieving diversity and inclusion goals. Brian L. Roberts, Comcast’s Chairman and Chief Executive Officer, attends one formal Joint Council meeting each year, during which he holds individual meetings with each Diversity Advisory Council and the At-Large Members.

- Comcast and NBCUniversal’s Diversity Councils are ranked 3rd among the 2013 Top 25 Diversity Councils by the Association of ERGs and Councils (formerly the Association of Diversity Councils), moving up from 5th place in 2012 and marking their 5th consecutive year on the Top 25 list.

20. MOU Diversity Initiatives: Workforce

PROMISE MADE

Comcast and NBCUniversal commit that they will increase minority representation at all levels of their respective organizations. To bolster diversity in the leadership ranks, Comcast will require a diverse pool of candidates for all hires at the vice president level and above, including at least one person of color on every slate for all such hires, and NBCUniversal will focus on hiring opportunities for diverse senior level executives in development, production, casting, marketing, legal/business affairs, and distribution. The Company will also continue to support and will expand their active workplace diversity programs, including training on diversity issues, and continue to develop career-path programs, including mentoring programs.



PROMISE KEPT

- Over the past three years, there has been a meaningful increase in diversity at the Company’s vice president level and above (VP+). Between year-end 2010 and year-end 2013, the number of people of color at the VP+ level increased by 111 (or 32 percent), which drove a corresponding increase in their proportional representation—as of year-end 2013, people of color comprised 18 percent of the Company’s total VP+ population. During the same time, the number of women at the Company’s VP+ level increased by 157 (or 21 percent), which also drove an increase in their proportional representation—as of year-end 2013, women represented 36 percent of the VP+ population. The Company’s performance was recognized when Comcast tied for first place among Women in Cable Telecommunications’ (WICT) 2013 Best Operators for Women in Cable and NBCUniversal earned first place among WICT’s 2013 Best Programmers for Women in Cable.
- Comcast and NBCUniversal have deployed a multifaceted approach to recruitment, leadership training programs, and innovative engagement initiatives, all aimed at attracting and developing a diverse talent pipeline:
 - Leadership, mentoring, and sponsorship programs: the Company offers more than 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);
 - Employee resource groups representing numerous employee populations;
 - Diverse slate requirements for Vice President-level and above positions;
 - Internship and scholarship programs including Emma Bowen Foundation internships; and
- A veterans hiring initiative. Comcast is a leader in supporting and honoring the serving military and in hiring the nation’s veterans. 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. 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. The Company has been recognized for its workplace achievements, including, among others:

- *DiversityInc* named Comcast among the “Top 50 Companies for Diversity.” *Comcast Voices* (Apr. 24, 2013), <http://bit.ly/1s8wGFE>.
- As mentioned above, Comcast tied for first place among Women in Cable Telecommunications’ (WICT) 2013 Best Operators for Women in Cable, and NBCUniversal earned first place among WICT’s 2013 Best Programmers for Women in Cable. *Comcast Voices* (Oct. 17, 2013), <http://bit.ly/1mvwU8x>.
- Comcast received a score of 85 on the Hispanic Association of Corporate Responsibility’s (HACR) 2013 Corporate Inclusion Index. <http://bit.ly/1jBgodx>.
- *Equal Opportunity* magazine ranked Comcast No. 22 among its 2014 “Top 50 Employers”. <http://www.eop.com/awards-CD.php>.
- *Careers & the Disabled* magazine ranked Comcast among its “Top 50 Employers” for 2013 and 2014. <http://www.eop.com/awards-EO.php>.
- Comcast Corporation was honored with the New York Urban League’s 2013 “Champions of Diversity” Award.
- For the second year in a row, Comcast-NBCUniversal earned a 100 percent score on the Human Rights Campaign’s (HRC) 2014 Corporate Equality Index, and is recognized among HRC’s “Best Places to Work” list. *Comcast Voices* (Dec. 9, 2013), <http://bit.ly/1i2oX3C>.
- Comcast ranked ninth among HispanicBusiness.com’s 2013 Best Companies for Diversity. <http://bit.ly/QG5mQS>.
- The National Association for Multi-ethnicity in Communications (NAMIC) honored Comcast and NBCUniversal with its “2013 Industry Diversity Champion Award.” Comcast and NBCUniversal were each named a 2013 Top Company for People of Color by NAMIC.
- The National Hispanic Media Coalition (NHMC) honored Comcast for its Outstanding Diversity Practices during NHMC’s 17th Annual Impact Awards Gala.
- LATINO Magazine recognized Comcast as one of the Top 15 companies actively encouraging Latinos to enter STEM careers. <http://bit.ly/1lnxvX0>.
- LATINO Magazine recognized Comcast-NBCUniversal among its first-ever LATINO 100, a listing of the top 100 companies providing the most opportunities for Latinos.
- Comcast has been recognized as a 2012 G.I. Jobs Top 100 Military Friendly Employer and a 2013 US Veterans Magazine Top 100 Best of the Best Veteran Friendly company, as well as a recipient of the 2012 US Chamber of Commerce Foundation’s Lee Anderson Award for Comcast’s commitment to veteran employment and support as key partners in their national “Hiring our Heroes” initiative.
- Universal Orlando won a 2012 Exceptional Employer Award from the State of Florida’s Agency for Persons with Disabilities.

- The Legal Department of Comcast Cable Communications has been selected to receive the Minority Corporate Counsel Association's 2013 Employer of Choice Award for the Mid-Atlantic Region.
- Comcast Corporation received the Hall of Fame award among extra-large companies in the Philadelphia Business Journal's list of "Best Places to Work."
- The National Business Group on Health honored Comcast as the Special Recognition Winner for Best Family Engagement in the Best Employers for Healthy Lifestyles 2013 Awards.

21. MOU Diversity Initiatives: Procurement

PROMISE MADE

Establish a supplier diversity program that creates sustainable relationships with, and economic opportunities for, diverse suppliers.



PROMISE KEPT

- Over the course of three years, Comcast has spent almost \$3.2 billion with diverse Tier I (prime) suppliers, including \$1.3 billion in 2013 alone. Since the Company formally launched its Tier II program in 2012, prime suppliers have reported over \$325 million in diverse Tier II subcontracting, including \$186 million in 2013 alone.
- Other supplier diversity initiatives undertaken by Comcast and NBCUniversal include:
 - Partnering with diverse chambers of commerce and business organizations at the national and regional level;
 - Attending supplier diversity events, including supplier fairs, conferences, and capacity-building events, and business opportunity fairs, panels, and awards ceremonies;
 - Pursuing diversity objectives in its purchase of professional services, including banking and advertising services. For example, in April 2011, Comcast added The Williams Capital Group, L.P. (Williams Capital), a minority-owned bank, as one of its four placement agencies in its \$2.25 billion commercial paper program, an ongoing effort whereby Comcast routinely sells short-term promissory notes to mutual funds and other investors for working capital financing. As of November 2012, Williams Capital had issued \$1.2 billion of commercial paper for Comcast. In the advertising space, minority-owned Burrell Communications and Grupo Gallegos serve as Comcast's agency of record for African American and Hispanic creative, respectively.
 - Expanding efforts to track diverse Tier II spending by its prime suppliers and actively encouraging joint ventures, partnerships, and subcontracting between diverse suppliers as methods to create additional business opportunities for diverse vendors.
- Comcast has been recognized for its procurement-related achievements. In 2013 alone:
 - For the eighth consecutive year, DiversityBusiness.com recognized Comcast among its Top 50 Organizations for Multicultural Business.

- *Black EOE Journal* named Comcast among the “Top Diversity Employers” and “Top Supplier Diversity Programs.”
- *Hispanic Network Magazine* named Comcast and NBCUniversal among its “Best of the Best” in “Top Diversity Employers” and “Top Supplier Diversity Programs.”
- *Professional Woman’s Magazine* recognized Comcast-NBCUniversal among its Best of the Best lists for “Top Diversity Employers for Women” and “Top Supplier Diversity Programs for Women.”
- *U.S. Veterans Magazine* named Comcast-NBCUniversal among its Best of the Best lists for “Top Veteran-Friendly Companies” and “Top Supplier Diversity Programs.”
- For the sixth consecutive year, Comcast was named among the 10 Best U.S. Corporations for Veteran-Owned Businesses by the National Veteran-Owned Business Association.
- Comcast was named one the Best Companies for Asian Americans and Pacific Islanders by Asian Enterprise magazine, which recognized Comcast’s “unwavering and continued commitment to the small business community” and “invaluable contribution to the Asian American and Pacific Islander community.”
- Black Enterprise Magazine ranked Comcast Corporation among its annual list of 40 Best Companies for Diversity, recognizing Comcast and NBCUniversal’s Supplier Diversity Program, among other key strengths.
- NBCUniversal was named Corporation of the Year by the Greater Los Angeles African American Chamber of Commerce.
- For the second consecutive year, NBCUniversal was named to the U.S. Hispanic Chamber of Commerce Million Dollar Club.
- The PA-NJ-DE Minority Supplier Development Council (MSDC) recognized Comcast as National Corporation of the Year.
- The Rocky Mountain Minority Supplier Development Council named Comcast Corporation of the Year.

22. MOU Diversity Initiatives: Programming

PROMISE MADE

Strengthen and enrich the offering of diverse programming choices, expand the distribution of diverse networks to millions of homes, and feature hundreds of VOD and online choices geared toward African American, Asian American, and Hispanic audiences.

NBCUniversal will expand its diversity-focused pipeline programs in programming development and management.



PROMISE KEPT

- As mentioned above, Comcast has launched four of eight independent networks with Hispanic American or African American ownership: ASPIRE and Baby First Americas in 2012, and REVOLT and El Rey in 2013.
- Comcast has expanded the distribution of diverse African American, Asian American, and Hispanic content:
 - Comcast expanded distribution of The Africa Channel in the Detroit, Chicago, and Washington, D.C. markets. Comcast also launched The Africa Channel in its Northern Santa Barbara County, Savannah, Charleston, and South Florida markets, growing the network’s audience by more than two million homes.
 - Comcast expanded carriage of TV One on its Xfinity TV lineup, making it available to over 600,000 additional customers in the Chicago and Miami markets.
 - Comcast announced a significant new carriage agreement with Mnet, the only 24/7 English-language nationwide television network in the U.S. targeting Asian Americans and fans of Asian pop culture, and subsequently extended carriage of Mnet to millions of additional Comcast subscribers in the San Francisco, Chicago, Sacramento, Boston, Washington, D.C., and Philadelphia DMAs in 2012. Comcast also launched MYX TV, a channel made for and by Asian Americans, in Seattle and western Washington.
 - Comcast extended distribution of seven Hispanic programming services (Azteca America, Galavisión, HITN, LATV, nuvoTV (formerly SiTV), Telefutura, and Univision) by more than 14 million subscribers. With this accomplishment, Comcast exceeded by more than 40 percent its commitment to expand carriage of three Hispanic networks by 10 million subscribers.
 - Comcast fulfilled its commitment to launch a package of 40 to 60 Spanish-language channels in all major Hispanic markets, including Northern California, Houston, South Florida, Chicago, Boston, Philadelphia, Washington, D.C., Denver, Salt Lake City, and Atlanta.
- Comcast has also expanded the quality and quantity of diverse programming available through its VOD and online platforms —increasing the number of diverse VOD hours by more than 270 percent and the number of diverse online hours by nearly 170 percent over the past three years. These results are driven by the launch of new diverse-oriented VOD services, including Black Cinema On Demand, Hispanic Cinema On Demand, and Cinema Asian America, and by the launch of first-of-their-kind microsites for entertainment and news for diverse audiences, such as Celebrate

Black TV, Xfinity Latino, Xfinity Asia, Xfinity TV LGBT, and people with disabilities. Each microsite features audience-specific news, blogs, and Xfinity TV programming—including award-winning movies, TV shows, celebrity interviews, behind-the-scenes footage and entertainment news featuring entertainers, artists, and historical figures. The microsites complement the comprehensive content offerings available through Comcast’s Xfinity VOD platform, where customers can access a special Multicultural folder for a wide array of culturally relevant content.

- The Company sponsored on-air and multimedia coverage of the ALMA Awards in 2011, 2012, 2013, and in the upcoming 2014 ceremony, and sponsored on-air and multi-media coverage of the NAACP Image Awards in 2012 and 2013.
- Comcast’s diversity record has been made stronger by the NBCUniversal properties. “MSNBC is one such example. Over the past few years, the network has maintained a first-place standing in the cable news industry among both 25- to 54-year-old African-American viewers and total viewers. In fact, it grew its African-American audience by a remarkable 60 percent in 2012. Last year marked the fourth consecutive one in which MSNBC held the top spot with this segment. In addition, the network noted in its February 2014 ratings release that, according to Nielsen, it was ‘also the most diverse cable news network.’ The following figures were given to back that up: in weekday prime-time (Monday-Friday, 8pm-11pm), MSNBC ranked number one in African-American, Hispanic, and Asian 25-to-54 audiences for the month. In full day (Monday-Sunday, 6am-2am), MSNBC ranked number one among African-Americans and Hispanic 25-to-54 audiences.” *PR Week* (Mar. 28, 2014), <http://bit.ly/1jEd9eM>. MSNBC’s commitment to diversity is not only evident through its on-air hosts, contributors, guests, and newsroom staff, but also in its daily story selection and specials produced by the network.
- NBCUniversal and the U.S. Olympic Committee partnered to acquire the TV rights to the 2014 and 2016 Paralympic Games. NBC and NBCSN televised a combined 50 hours of coverage for the 2014 Paralympic Games from Sochi, which ran March 7-16, 2014. *NBC Sports Group Press Release* (Feb. 19, 2014), <http://bit.ly/P1uh09>. Paralympic programming was also featured on the Xfinity Accessibility microsite. NBC and NBCSN will again combine for 66 hours in September 2016 for the Paralympic Games from Rio de Janeiro, an increase from the 60.5 hours NBC Sports Group covered during the 2012 summer games.
- The Company’s celebration of each diversity heritage month goes far beyond the special programming that is featured on its VOD and online platforms. The NBCUniversal-owned television stations also contribute programming time and special events. For example, in honor of Hispanic Heritage Month 2013 (September 15th through October 15th), the NBC-owned stations in New York, Los Angeles, Chicago, Philadelphia, Dallas-Fort Worth, Connecticut, and Miami broadcasted public service announcements, specials, news features and coverage of Hispanic heritage celebrations.
- NBCUniversal has long been a leader in offering diversity development programs to improve the interest and presence of diverse writers, directors, journalists, and on-screen personalities. Under Comcast’s leadership, NBCUniversal has added even more signature programs. Highlights include:
 - Universal Pictures Emerging Writers Fellowship is designed to identify and cultivate new and unique voices with a passion for storytelling in the context of film. Emerging writers who are chosen to participate in the program will work within the studio to hone their skills and gain access and exposure to Universal executives, producers, and other key industry professionals. <http://bit.ly/1guBeNm>.
 - The Writers on the Verge program focuses on grooming diverse writers not just for NBCUniversal but for the entire television industry. More than 50 percent of Writers on the

Verge alumni are currently staffed on television shows across the industry landscape (alumni write for NBC shows such as “The Blacklist,” “Dracula,” “Chicago Fire,” and “Chicago P.D.”). Alumni write for USA Network series “Burn Notice & Suits” and for the Universal Television production “Brooklyn Nine Nine.” <http://bit.ly/PsPXCP>.

- The Diverse Staff Writer Initiative gives writers from diverse backgrounds an entrée into the writers’ room. The program encompasses NBC’s late-night programs, in addition to prime-time scripted programs from NBC, USA and Syfy. Participants are selected and hired by the showrunners/producers of each show, with the guidance of the network and studios. The program has launched the careers of many talented writers in the past 13 years, including Mindy Kaling (“The Office,” “The Mindy Project”) and Donald Glover (writer on “30 Rock,” and later talent on “Community”). <http://bit.ly/1q8Jbz0>.
- The Late Night Writers Workshop is designed for up-and-coming sketch and comedy writers to learn about NBCUniversal’s late night line-up, gain insight into the dynamics of a late night writers’ room, and provide insights on securing a staff writer position. <http://bit.ly/1q1q5ci>.
- The Casting Apprentice Program is rotational program designed for individuals with diverse backgrounds who aspire to join a casting office.
- The Director Fellowship Program (<http://nbcudirectingfellowship.com/>) gives well-established directors from the worlds of music video, commercials, and theater a chance to shadow directors of episodic television, and learn the craft. In the last two years the program has seen three directors have their first episodic directing assignments on “Parenthood,” “Grimm,” and “Community” through the program.
- The NBC News Associates Program is dedicated to identifying outstanding aspiring journalists. In 2011, this program was extended to the newsrooms of NBC Owned Television Stations and CNBC. In keeping with NBCUniversal’s strong commitment to develop a diverse editorial staff across NBC News assets, the News Associates program is designed to attract candidates of diverse racial, ethnic, economic and geographical backgrounds, as well as candidates with disabilities. <http://bit.ly/OilZzW>.
- The Reporter Training Program is aimed at developing talented young on-air journalists from diverse backgrounds. Participants, who are selected annually, must hold a bachelor’s degree in journalism, communications, or a related field and have a minimum of one to two years of experience in the news room or on-air reporting television news. *MediaBistro.com* (Sep. 19, 2011), <http://bit.ly/1efMOMe>.
- The News Summer Fellowship Program gives paid internships to nominees from the National Association of Black Journalists (NABJ), National Association of Hispanic Journalists (NAHJ), and Asian American Journalists Association (AAJA). Participants are college sophomores or above who are members of NABJ, NAHJ, or AAJA.
- The awards and recognitions bestowed on the Company demonstrate its commitment to diversity in front of and behind the camera. Highlights include:
 - Comcast Corporation received a 2014 Multicultural TV Front Runner Award for its commitment and efforts in support of the various multicultural communities it serves.
 - The National Hispanic Media Coalition (NHMC) honored Comcast for its Outstanding Diversity Practices during NHMC’s 17th Annual Impact Awards Gala.

- The National Association for Multi-ethnicity in Communications' (NAMIC) 2013 Excellence in Multicultural Marketing Award (EMMA) winners included Comcast, which led the Cable Distributors division with five first-place wins, Telemundo Media (including mun2), which garnered three first-place wins, and International Media Distribution, which earned two first-place awards. Comcast's multicultural microsites were honored with six first-place honors at the 2013 Emmas (Excellence in Multicultural Marketing Awards). *NAMIC Press Release* (Sep. 16, 2013), <http://prn.to/1iFkPK4>.
- NAMIC awarded Comcast its 19th Annual Vision Award for its original, multi-platform television programming that depicts the lives, spirit, and contributions of people of color and best reflects the diversity of the global viewing audience.
- Comcast-NBCUniversal productions were nominated for several 2014 NAACP Image Awards, including Andre Braugher for Outstanding Actor in a Comedy Series ("Brooklyn Nine-Nine," a Universal Television production for FOX); Mindy Kaling for Outstanding Actress in a Comedy Series ("The Mindy Project," a Universal Television production for FOX); Tracy Morgan for Outstanding Supporting Actor in a Comedy Series ("30 Rock"); and Rashida Jones for Outstanding Supporting Actress in a Comedy Series ("Parks and Recreation"). The syndicated Universal Television production "Steve Harvey" won the award for Outstanding Talk Series.
- NBC News receives consistently leading marks from the National Association of Black Journalists annual survey of diversity in front of and behind the camera.
- Focus Features' "Dallas Buyers Club" earned Best Actor and Best Supporting Actor honors at the 86th Annual Academy Awards and the 2014 Golden Globes. The film tells the true story of AIDS patient Ron Woodroof, who partners with a transgender woman to sell unapproved medication to HIV-positive patients.
- The Gay, Lesbian & Straight Education Network (GLSEN) honored USA Network's Characters Unite campaign with its "Inspiration Award."
- Sixteen Comcast-NBCUniversal productions were nominated for GLAAD Media Awards in 2014, including:
 - o "Dallas Buyers Club" (Focus Features) – Outstanding Wide Release;
 - o "There's the Door" Necessary Roughness (USA Network) – Outstanding Individual Episode;
 - o "Days of Our Lives (NBC) – Outstanding Daily Drama;
 - o "Gay Rights at Work" MSNBC Live (MSNBC) – Outstanding TV Journalism Segment;
 - o "Pride & Prejudice" Melissa Harris-Perry (MSNBC) – Outstanding TV Journalism Segment;
 - o "Scouts Dishonor" The Last Word with Lawrence O'Donnell (MSNBC) – Outstanding TV Journalism Segment;
 - o "Wild Blue Yonder: Scott Hines" The Rachel Maddow Show (MSNBC) – Outstanding TV Journalism Segment;

- "Entregando a mi nieta" Caso Cerrado (Telemundo) – Outstanding Daytime Talk Show Episode [Spanish Language];
 - "Exclusivas Declaraciones" Al Rojo Vivo (Telemundo) – Outstanding Daytime Talk Show Episode [Spanish Language];
 - "Matrimonios del mismo sexo: Entrevista con Daniel Zavala y Yohandel Ruiz" Un Nuevo Día (Telemundo) – Outstanding Daytime Talk Show Episode [Spanish Language];
 - "Decisión Histórica" Noticiero Telemundo – Outstanding TV Journalism Segment [Spanish Language];
 - "Hasta que la corte nos una" Noticias Telemundo Miami – Outstanding Local TV Journalism [Spanish Language];
 - "Natalia: rompiendo barreras" Noticiero Telemundo Arizona – Outstanding Local TV Journalism [Spanish Language]; and
 - "Brooklyn Nine-Nine" (Universal Television for FOX) – Outstanding Comedy Series.
- In 2013, NBCUniversal productions received three awards and eighteen GLAAD Media Award nominations. The winning entries were "Smash" (NBC) - Outstanding Drama Series; "The New Normal" (NBC) - Outstanding Comedy Series; and "Being Transgender in America" by Melissa Harris-Perry (MSNBC) – Outstanding TV Journalism / News Magazine.

23. MOU Diversity Initiatives: Community Investment

PROMISE MADE

Comcast will increase its community investment spend on minority-led and minority-serving institutions by 10 percent per year for each of the next three years.



PROMISE KEPT

- Comcast and NBCUniversal have increased year-over-year support of community-based philanthropic organizations helping underserved and diverse communities. Since 2001, Comcast's overall giving has exceeded \$3.2 billion in cash and in-kind contributions supporting local non-profit organizations and other charitable partners across the country, \$415 million of which was given in 2013 alone.
- In 2010, Comcast and NBCUniversal committed to increase aggregate cash support to minority-led and minority-serving ("MLMS") organizations by ten percent per year in 2011, 2012, and 2013. The Company significantly exceeded this commitment, increasing its spending by more than 100 percent, for a total MLMS spend of more than \$30.7 million since the closing of the NBCUniversal transaction.
- Comcast achieved this unprecedented level of support for MLMS institutions, in part, through the extensive activities and programs of the Comcast Foundation, led by the corporate team, but extended throughout Comcast's footprint by the cable divisions. This included extensive outreach to and work with the Company's community partners, as well as the important work of the following signature programs:

- Comcast undertakes the largest single-day corporate volunteer effort in the nation—Comcast Cares Day. In 2013, more than 85,000 volunteers participated at over 750 project sites, contributing their time and energy to clean up parks, make over schools, and landscape playgrounds. Comcast Cares Day was one of the reasons that Comcast was ranked among “The Civic 50” by the National Conference on Citizenship, Points of Light Foundation, and Bloomberg News.
- Now in its 13th year, the Comcast Leaders and Achievers® Scholarship Program recognizes high school seniors for their community service, academic achievement and leadership skills. Funded through the Comcast Foundation, the program recognizes high school seniors from Comcast communities for their commitment to community service, academics and demonstrated leadership. To acknowledge these accomplishments, Leaders and Achievers are awarded one-time scholarships, with a base award of \$1,000. Since 2001, Comcast has awarded close to \$20 million in scholarships to nearly 20,000 students. More than 950 scholarships awarded last year benefitted students from diverse backgrounds.
- The Comcast Digital Connectors program trains youth from primarily diverse, low-income backgrounds in Internet and computer skills. Teens meet weekly after school, have the option to earn a Cisco IT Essentials certification of completion and receive a complimentary laptop upon graduation from the program. Comcast Digital Connectors is also a community service program, as participants volunteer at senior centers, churches, local schools and other community organizations, spreading digital literacy in their community. Since the program began, more than 2,000 Digital Connectors have participated, volunteering more than 100,000 hours to bridge the digital divide in their communities. Through training and service, Comcast Digital Connectors is preparing today’s youth for the jobs of tomorrow.
- Each year, Comcast and NBCUniversal employees rally around our communities by supporting United Way. Through an annual employee giving campaign, company employees pledged nearly \$6.4 million to United Way during the 2013 campaign. Not only did the Company employees break the company record for dollars pledged, with year-over-year, double-digit growth, the campaign also had record-breaking employee participation. Combined with matching Comcast Foundation grants, the campaign will provide almost \$8 million next year to local United Ways and affiliate organizations across the country—taking us beyond \$50 million in total historic support to United Way. *Comcast Voices* (Nov. 25, 2013), <http://bit.ly/1m4QqWd>.
- Comcast and NBCUniversal also increased support for 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.
- Comcast and NBCUniversal have been recognized for community investment-related achievements, including in 2013 and 2014:
 - United Way Worldwide recognized Comcast Corporation with two 2013 Summit Awards for volunteer and philanthropic engagement.
 - The Congressional Black Caucus Foundation, Inc. (CBCF) recognizes Comcast as a Distinguished Corporation for its tremendous work in promoting digital literacy.
 - Comcast was recognized among “The Civic 50” and was named the third best in the communications industry for 2013. *Comcast Voices* (Dec. 5, 2013), <http://bit.ly/1grtHmU>.

- Comcast and the City of Chicago were awarded the U.S. Conference of Mayors Outstanding Award for Public/Private Partnerships for the collaborative efforts to close the digital divide via Comcast's *Internet Essentials* program.
- The United States Hispanic Chamber of Commerce and the National Urban League, among others, applauded the indefinite extension of the *Internet Essentials* program. "We look forward to working with Comcast NBCUniversal to help leverage the Internet Essentials program to drive job growth, create more opportunities for minority-owned businesses and improve education outcomes in underserved areas." *National Urban League Press Release* (Mar. 4, 2014), <http://bit.ly/1myWuJE>.
- Comcast was presented with the "Bridging the Gap" Award during The Foundation for Florida Virtual School's second annual Opening Doors to the World Awards Celebration in Orlando. The "Bridging the Gap" Award was in recognition of Comcast's *Internet Essentials* Program that connects low-income families to the internet. The Foundation for Florida Virtual School presents this award to an organization that demonstrates a resourceful approach to education by connecting communities through innovation and technology.
- Comcast-NBCUniversal was honored among United States Hispanic Chamber of Commerce's Million Dollar Club (\$100M-\$250M category), which recognizes corporations and procurement executives who actively demonstrate an unwavering commitment to Hispanic Business Enterprises through their work with Hispanic suppliers.
- During its 2013 Corporate Philanthropy Summit, the Philadelphia Business Journal presented Comcast Corporation with the "Top Community Impact Award" and the "Top In-Kind Donor Award" in the extra-large company category. Comcast was also ranked as the fifth largest corporate charitable giver in the Philadelphia region.
- Comcast received a Beacon Award® from the Association of Cable Communicators for its *Internet Essentials* Ambassadors Program.

24. MOU Diversity Initiatives: Catalyst Fund

PROMISE MADE

Establish a \$20 million venture capital fund to expand opportunities for businesses with minority ownership in new media content and applications.



PROMISE KEPT

- In 2011, Comcast Ventures established a \$20 million venture capital "Catalyst Fund" (originally named "Opportunity Fund") for investments in early-stage ventures led by diverse entrepreneurs with innovative technology ideas and solutions that fit within its investment focus. The Fund's goal is to create the most diverse and valuable early stage portfolio in the venture industry.
- The Catalyst Fund's first investment was in the startup accelerator DreamIt Ventures, which operates DreamIt Access, a concentrated effort to increase the number of high-value, minority-led tech startups. During this three-month program, participating startup companies receive seed funding and access to DreamIt Ventures' 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. In addition, DreamIt Access offers mentors, special

events, and advisors with a particular interest in increasing the number of successful minority-led startups.

- Through its DreamIt Access partnership, the Catalyst Fund has sponsored 20 minority-led startups since 2011, 16 of which are still operating. The majority of these companies are focused on web and mobile technologies. In January 2014, Comcast Ventures announced its commitment to support the DreamIt Access track for two more years, with the ability to support up to 20 minority-led companies over the course of four cycles.
- In addition, the Catalyst Fund has made direct investments in seven minority-led startups:
 - ElectNext, a political data analysis firm (Philadelphia Fall 2011 DreamIt participant) (August 2012)
 - Quad Learning, an online two-year honors program for community and junior college students to enhance their college transfer options (January 2013)
 - Reactor, Inc., a speech enabled news assistant for mobile devices firm (New York Summer 2012 DreamIt participant) (March 2013)
 - Lovely, an online wedding discovery and inspiration site (May 2013)
 - Viridis Learning, an educational and technology company combining workforce education and human capital solutions for the middle-class workforce (June 2013)
 - Maker's Row, an online marketplace for connecting designers with American-based factories (July 2013)
 - Mercaris, a market data service and online trading platform for organic, non-GMO, and certified agricultural commodities (October 2013)

ADELPHIA (2006)

1. System Upgrades

PROMISE MADE

Comcast will spend \$150 million to upgrade Adelphia systems.



PROMISE KEPT

- Comcast significantly exceeded our promised investment. Between August 2006 and March 2008, Comcast spent over \$660 million to upgrade systems acquired from Adelphia.

2. New Products and Services

PROMISE MADE

Comcast will put its technological leadership to work in Adelphia's systems, which should dramatically advance the roll-out of new services.

Comcast will significantly accelerate the roll-out of competitive voice services in Adelphia's franchise areas.



PROMISE KEPT

- Despite the poor conditions of many of the cable systems Comcast acquired from Adelphia, Comcast was able to deploy digital cable, HDTV channels, and High-Speed Internet in all the acquired systems. Comcast also launched VOD service, which Adelphia did not offer.
- The FCC also cited the deployment of VoIP as a potential benefit of Comcast's acquisition of the Adelphia systems. Despite the technical hurdles, Comcast launched VoIP services to most homes in the former Adelphia footprint —Adelphia did not offer voice services and had canceled plans to launch its own VoIP service.

AT&T BROADBAND (2002)

1. System Upgrades

PROMISE MADE

When the AT&T Broadband systems joined Comcast in 2002, perhaps the greatest concern expressed by local communities had to do with system upgrades that were either behind schedule or incomplete. Without these needed upgrades—and the expanded system bandwidth—many communities simply could not receive such advanced broadband offerings as digital cable, HDTV, VOD, and High-Speed Internet. As a result, Comcast made a commitment to bring the former AT&T Broadband technical system up to the level of Comcast's standards as quickly as feasible. This meant an up-front commitment by Comcast of significant capital and manpower to complete the rebuilds that were either behind schedule or stopped.



PROMISE KEPT

- Through 2006, Comcast had spent nearly \$8 billion in capital improvements. Much of that expenditure was devoted to former AT&T Broadband systems. In addition, Comcast exceeded its already aggressive construction plans by over 15 percent. Comcast met or exceeded every upgrade target that it had established, and ended 2004 with virtually all of its cable systems fully upgraded with two-way capability. Specifically:
 - Comcast accelerated AT&T's five-year upgrade plan to a two-year plan, and system upgrades moved forward, generally ahead of Comcast's two-year schedule. In 2003, \$1.3 billion was spent on upgrades alone. By the year's end, 53,000 plant miles were constructed—an industry record. The vast majority of these miles were in former AT&T Broadband systems.
 - In San Francisco, CA, Comcast invested \$600 million to rebuild and upgrade the technical capacity of the former AT&T Broadband systems in the San Francisco Bay area. Prior to the acquisition, the systems had essentially no upgraded plant. Post-transaction, Comcast installed more than 11,000 miles of fiber-optic plant throughout the Bay area, allowing for introduction of HDTV, VOD, and DVR services and increases in High-Speed Internet speeds.
 - In Jacksonville, FL, the company faced a formidable task of rehabilitating a system with a stalled rebuild and virtually no senior management structure. Comcast quickly addressed these challenges. It installed a veteran management team, invested substantial resources to upgrade the system, and completed the long-promised upgrade ahead of plan.
 - In November 2004, Comcast completed a \$450 million upgrade of its broadband network in Chicago. This effort included upgrading and constructing more than 10,000 miles of broadband networks.
- In recognition of these and other achievements, Comcast was named Operator of the Year by Multichannel News in 2003. *Multichannel News* (Sep. 29, 2003) (noting that, with respect to the upgrade of the former AT&T systems, Comcast "outperformed even its own stated expectations"), <http://bit.ly/1I0rqC6>.

2. New Products and Services

PROMISE MADE

The investment in upgrading the technical capacity of the systems acquired from AT&T Broadband will allow Comcast to offer its subscribers both advanced broadband products and an even wider range of diversified programming services.



PROMISE KEPT

- Upgraded AT&T Broadband systems received Comcast's most advanced video and broadband services available at that time, including Digital Cable, VOD, HDTV channels, digital video recorders (DVRs), High-Speed Internet, and Comcast Digital Voice (VoIP).
- Comcast also expanded programming offerings of special interest to an even wider group of audiences. Hispanic programming tiers were made available to Comcast Digital Cable customers.
- As a result of its "massive upgrade project" and the resulting "[b]reakthrough advances in its digital video and high-speed data platforms, and effective leadership regarding the future of technology for itself and the industry at large," Comcast was named Operator of the Year by Communications Technology Magazine in 2004. *Communications Technology* (Jun. 1, 2004), <http://bit.ly/1eOxlxn>. Similarly, in recognition of its "uncommon mastery of technology, innovation, globalism, networked communication, and strategic vision," Comcast was named to Wired magazine's Wired 40 list in 2004. See *Wired* (June 2004), <http://wrd.cm/1j0XfXd>.

3. Reduced Debt, Strong Balance Sheet

PROMISE MADE

The sheer scale of the Comcast-AT&T Broadband transaction generated some tough questions about the financial viability of the proposed new company. Comcast guaranteed early on, however, that the new company would be financially secure enough to fulfill the commitments we made.



PROMISE KEPT

- Comcast was able to meet or exceed financial expectations, even while expending significant resources to complete the upgrading of the former AT&T Broadband systems. In addition, basic subscriber loss stopped, reflecting an especially critical benefit generated by our initiatives targeted at improving service and delivering products with special value to our customers. In the year prior to the merger, AT&T Broadband lost 500,000 subscribers; we turned that negative trend around in only one year.
- From the outset, many concerns were raised about Comcast's ability to operate at an optimal level while taking on the significant amount of debt the company was assuming in conjunction with the AT&T Broadband merger. Our commitment, however, was to diligently de-leverage the company, in much the same way that Comcast has done with all of our previous acquisitions, and Comcast accomplished that goal in less than twelve months.