

February 28, 2013

VIA ELECTRONIC FILING

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

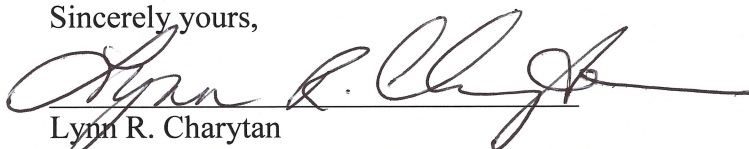
Re: *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal Inc. for Consent to Assign Licenses and Transfer Control of Licenses*,
MB Docket No. 10-56

Dear Ms. Dortch:

In accordance with the provisions of the Memorandum Opinion and Order adopted in the above-referenced proceeding¹, Comcast Corporation, for itself and on behalf of NBCUniversal Media, LLC (collectively, the "Company"), hereby submits its second Annual Report of Compliance with Transaction Conditions. This report summarizes the steps the Company has taken across its various business units to comply with each of the Conditions in Appendix A of the *Transaction Order*. In addition, in conjunction with this report, the Company is voluntarily including a summary of its many diversity-related achievements for 2012 and its ongoing diversity initiatives. A copy of this combined report is also available as of today at the Company's corporate website, <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

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

Sincerely yours,



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

¹ *Applications of Comcast Corporation, General Electric Company, and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) ("*Transaction Order*").

Ms. Marlene H. Dortch
February 28, 2013
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**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC**

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

**SECOND ANNUAL REPORT OF COMPLIANCE
WITH TRANSACTION CONDITIONS**

*Comcast Corporation
NBCUniversal Media, LLC*

300 New Jersey Avenue, NW
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February 28, 2013

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February 28, 2013

**SECOND ANNUAL REPORT OF COMPLIANCE
WITH TRANSACTION CONDITIONS**

Comcast Corporation (“Comcast”), for itself and on behalf of NBCUniversal Media, LLC (“NBCUniversal”) (and collectively, the “Company”), submits its second annual report regarding the Company’s compliance with the conditions set forth in Appendix A (the “Conditions”) of the *Transaction Order*¹, for the period January 29, 2012 through January 28, 2013 (the “Reporting Period”). In accordance with Condition XIX of the *Transaction Order*, a copy of this report is available as of today on the Company’s corporate website.²

This report is structured as follows. *Part One: Compliance Structure Update* describes the Company’s ongoing efforts to oversee compliance with the Conditions. *Part Two: Compliance with Specific Conditions* summarizes the steps the Company has taken with respect to each of the Conditions. For ease of use, *Part Two* is organized to correspond with each section of the Conditions. Where a particular section is definitional only or otherwise does not include directives requiring or prohibiting certain conduct, this report nonetheless includes a reference for completeness. *Part Three: Overview of Progress on Voluntary Diversity Commitments* highlights some of the diversity and inclusion-related accomplishments that the Company has achieved during the Reporting Period.

¹ *Applications of Comcast Corporation, General Electric Company, and NBC Universal, Inc., for Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) (as amended by the Erratum released on March 9, 2011). Capitalized terms have the meaning ascribed herein and do not necessarily conform to the terms or definitions used in the *Transaction Order*.

² See <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

PART ONE: COMPLIANCE STRUCTURE UPDATE

As described in the *First Annual Report*³, the Company put in place a formal compliance infrastructure designed to oversee and guide its compliance with the Conditions and commitments related to the Transaction. Transaction compliance is led by David L. Cohen, Comcast Corporation's Executive Vice President, and supported by dedicated Transaction Compliance Teams at both Comcast and NBCUniversal. The teams collaborate to ensure consistency in compliance methods, interpretation, and oversight across the Company's numerous business units.

The Transaction Compliance Teams continue to devote substantial time to training Company personnel about the Conditions, including tailored, in-person training to affected business units, personalized training with new key personnel, and regular, semi-annual training for business leaders and in-house counsel in relevant business units of the Company. Training materials are regularly updated to account for the latest Transaction-related developments.

Compliance oversight efforts were further enhanced during the Reporting Period by the beta deployment of a compliance database designed to track all Conditions as well as related commitments and agreements (the "Compliance Tracker"). Once fully deployed, the Compliance Tracker will provide business users across the Company a centralized tool for goal tracking and reporting processes. The Compliance Tracker will also allow the Transaction Compliance Teams to manage the lifecycle of all Transaction-related obligations by facilitating review and documentation of task completion or gaps, and permitting ready status reports.

PART TWO: COMPLIANCE WITH SPECIFIC CONDITIONS

I. DEFINITIONS

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

II. ACCESS TO COMCAST-NBCUNIVERSAL PROGRAMMING

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

³ Letter from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56 (Feb. 28, 2012) ("*First Annual Report*").

III. CARRIAGE OF UNAFFILIATED VIDEO PROGRAMMING

1. Non-Discriminatory Carriage

Prohibition on the Company discriminating in video programming distribution on the basis of affiliation or non-affiliation: Compliance with the program carriage requirements is integrated into the Company's day-to-day business and guides its carriage decisions; this is also an area of focus for the Comcast Transaction Compliance Team. No program carriage complaints were filed against Comcast during the Reporting Period.

Further, Comcast continued to demonstrate its commitment to the distribution of unaffiliated programming. In fact, unaffiliated programming networks comprise approximately six out of every seven networks carried by Comcast. During the Reporting Period, Comcast also launched or announced the launch of several new independent networks and substantially expanded the distribution of several existing independent networks owned by or focused on diverse audiences.⁴

2. Neighborhooding

Requirement that independent news channels be included if Comcast creates news neighborhoods: On May 2, 2012, the Media Bureau released the *Neighborhood Order*, deciding Bloomberg Television's ("BTV") June 13, 2011 complaint under this Condition. The order directs Comcast to begin carrying BTV in one "news neighborhood" on each headend in the top 35 Nielsen Designated Market Areas that (i) carries BTV, (ii) has a grouping of at least four news channels within a cluster of five adjacent channel positions, and (iii) does not include BTV within a "news neighborhood".⁵ The parties filed Applications for Review on June 1, 2012⁶ and supplemental Applications for Review of the Bureau's *Clarification Order*⁷ – which

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

⁵ *Bloomberg L.P. v. Comcast Cable Communications, LLC*, MB Docket No. 11-104, Memorandum Opinion and Order (rel. May 2, 2012) ("*Neighborhood Order*") at ¶ 27.

⁶ MB Docket No. 11-104, Application for Review of Bloomberg L.P. (filed June 1, 2012). Comcast also sought Commission review of the *Neighborhood Order*. See *Bloomberg L.P. v. Comcast Cable Communications, LLC*, MB Docket No. 11-104, Application for Review of Comcast Cable Communications, LLC (filed June 1, 2012).

⁷ MB Docket No. 11-104, Memorandum Opinion and Order (rel. Aug. 14, 2012) ("*Clarification Order*") at ¶ 3.

determines the Bureau order's applicability to HD neighborhoods – on September 13, 2012.⁸

3. New Independent Networks

Requirement to launch 10 new independently owned or operated networks within eight years, eight of which are to be minority owned or controlled: Comcast has now launched three of the 10 independent networks that it committed to in the Transaction. As last reported, Comcast launched independent channel BBC World News in 9 markets in 2011, with 14 more Comcast markets added in 2012. Comcast also launched two new, minority owned or operated independent channels during the Reporting Period, satisfying the first milestone in its separate voluntary commitment with various third parties that a subset of the 10 independently owned or operated networks to be added have Hispanic American or African American ownership or management.⁹ The first Hispanic American selection, BabyFirst Americas, launched on May 12, 2012.¹⁰ ASPiRE, the first African American selection, launched on June 27, 2012.¹¹

4. Program Carriage Complaints

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

IV. ONLINE CONDITIONS

A. Online Program Access Requirements and Procedures

Provision setting forth program access requirements that obligate the Company to provide its programming for online display by third parties in certain circumstances: Agreements with Online Video Distributors (“OVDs”) have become a regular part of the Company’s program licensing business. NBCUniversal entered into new agreements with

⁸ Comcast filed an Application for Review of the Bureau’s findings in the *Clarification Order*. See *Bloomberg L.P. v. Comcast Cable Communications, LLC*, MB Docket No. 11-104, Application for Review of Comcast Cable Communications, LLC (filed Sep. 13, 2012). Bloomberg also sought Commission review of the *Clarification Order*. *Id.*, Application for Review of Bloomberg L.P. (filed Sep. 13, 2012).

⁹ See Memorandum of Understanding between Comcast Corporation, NBCUniversal, and the Hispanic Leadership Organizations at § 7(b); and Memorandum of Understanding between Comcast Corporation, NBC Universal, and the African American Leadership Organizations at § 7(b)(i), included in the *Transaction Order* as Appendix G.

¹⁰ Press Release, BabyFirst Americas Launches on Comcast’s Xfinity TV (May 17, 2012), <http://finance.yahoo.com/news/babyfirst-americas-launches-comcasts-xfinity-120300870.html>.

¹¹ See also *Part Three: Overview of Progress on Voluntary Diversity Commitments*, Section D.

several OVDs during the Reporting Period, including deals with Amazon¹², Barnes & Noble¹³, Flixster, Google, MediaNavi, Target, Toys ‘R Us, and Vd.io. NBCUniversal also renewed existing agreements with Apple, Blockbuster, Hulu, iNDemand, Microsoft, Samsung, Sony, and Vudu, among others, as well as deals with several MVPDs that include access to linear channels across multiple platforms.¹⁴ Separate and apart from these commercial arrangements, NBCUniversal received requests for programming pursuant to the Conditions. Specifically, during the Reporting Period, NBCUniversal received and is negotiating several “full freight” requests. No new benchmark requests were received during the Reporting Period.

The one OVD arbitration to date was brought by Project Concord, Inc. (“PCI”) under the Benchmark Condition.¹⁵ The results of that arbitration were reviewed by the Media Bureau, which agreed with NBCUniversal that, under the Condition, NBCUniversal may withhold films and TV shows from benchmark licenses when it demonstrates that providing such content would breach a contractual provision between NBCUniversal and a third party.¹⁶ The Bureau also rejected PCI’s request for attorney’s fees, one of the other principle issues in dispute. Applications for Review were filed by both parties on December 13, 2012 and remain pending.¹⁷ In the meantime, NBCUniversal has provided (and is not disputing its obligation to provide) significant content to PCI under the parties’ arbitrated and now-in-force programming agreement.

On December 4, 2012, the Media Bureau clarified that OVDs invoking the Benchmark Condition must disclose the terms of the comparable peer agreements to NBCUniversal’s outside counsel and consultants to the extent necessary to enable NBCUniversal to carry out its obligations under the Condition.¹⁸ CBS Corporation, News Corporation, Sony Pictures

¹² Press Release, Amazon Announces Expanded Prime Instant Video Agreement with NBCUniversal Cable & New Media Distribution (Aug. 24, 2012), <http://www.businesswire.com/news/home/20120824005134/en/Amazon-Announces-Expanded-Prime-Instant-Video-Agreement>.

¹³ S. Tibken, *Barnes & Noble Inks Video Deals in Time for Nook HD, HD+ Release*, CNET (Oct. 30, 2012), http://news.cnet.com/8301-1035_3-57542377-94/barnes-noble-inks-video-deals-in-time-for-nook-hd-hd-release/.

¹⁴ See, e.g. M. Farrell, *Online Rights Figure Into New NBCU Deals – Peacock Strikes Wide-Ranging Pacts with Trio of Carriers*, Multichannel News (Dec. 3, 2012), <http://www.multichannel.com/internet-video/online-rights-figure-new-nbcu-deals/140497>.

¹⁵ Condition IV.A.2.b.

¹⁶ *In the Matter of the Arbitration between Project Concord, Inc. v. NBCUniversal Media, LLC*, Order on Review, MB Docket No. 10-56 (Nov. 13, 2012), at ¶¶ 42-62

¹⁷ MB Docket No. 10-56, Project Concord, Inc. Application for Review (filed Dec. 13, 2012); NBCUniversal Media LLC’s Application for Review (filed Dec. 13, 2012).

¹⁸ MB Docket No. 10-56, Order (rel. Dec. 4, 2012) (“*Benchmark Clarification Order*”).

Entertainment Inc., Time Warner Inc., Viacom Inc., and The Walt Disney Company (the “Content Companies”), filed an Application for Review of the *Benchmark Clarification Order*¹⁹, which Comcast and NBCUniversal opposed.²⁰

B. Exclusivity/Windowing

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

C. Continued Access to Online Content and Hulu

1. Continued Programming on NBC.com

Requirement to continue to provide equivalent programming on NBC.com on equivalent terms and conditions: During the Reporting Period, NBC.com maintained programming of the equivalent type, quantity, and quality as provided by the site on the date of the *Transaction Order*, and on equivalent terms and conditions.²¹

2. Preexisting OVD Deals

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

3. Provision of Content to Hulu

Requirement that NBCUniversal renew its agreements with Hulu on substantially the same terms and conditions as the other two content partners (Disney-ABC Television Group

¹⁹ MB Docket No. 10-56, Application for Review of Media Bureau Order DA 12-1950 (filed Jan. 3, 2013).

²⁰ MB Docket No. 10-56, Opposition of Comcast Corporation and NBCUniversal Media, LLC to the Content Companies’ Application for Review (filed Jan. 18, 2013).

²¹ See e.g., Press Release, NBC Entertainment Digital Provides Fans the Opportunity to Catch Up with their Favorite Shows this Summer (Jun. 18, 2012), <http://www.nbcuni.com/corporate/newsroom/nbc-entertainment-digital-provides-fans-the-opportunity-to-catch-up-with-their-favorite-shows-this-summer/>.

and Fox Entertainment Group): As last reported, the parties' interactions in this regard have been conducted in accordance with the provisions of this Condition.

4. Relinquishment of Control over Hulu

Obligation to convert NBCUniversal's interest in Hulu to one that is purely economic: As last reported, this obligation has been completed.²²

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

1. Provision of Standalone BIAS

Requirement to provide BIAS on a standalone basis and to offer a new 6 Mbps down service at no more than \$49.95 per month: Comcast continues to offer, on a standalone basis and at reasonable prices, any tiers of BIAS that it offers on a bundled or multi-product basis. Comcast also offers its "Performance Starter" tier, a 6 Mbps down standalone BIAS service, priced at \$49.95 per month. Pursuant to the *Broadband Consent Decree* entered into with the Commission on June 27, 2012, Comcast will continue to offer Performance Starter at least through February 21, 2015.²³ The *Broadband Consent Decree* also imposes training and other requirements to reinforce Comcast's standalone BIAS obligations.

2. Visibly Offer and Actively Market Retail Standalone BIAS

Obligation to visibly offer and actively market standalone BIAS: Comcast regularly promotes standalone BIAS in its general marketing efforts, referencing the standalone BIAS options in advertisements and other promotional materials. As required by this Condition, Comcast supplemented its normal practices during the Reporting Period with a major advertising campaign for its standalone BIAS offerings, including a significant promotional offer for the Performance Starter service.

To ensure that standalone services are actively marketed, Comcast's customer service representatives ("CSRs") undergo training, and all information concerning standalone BIAS offerings, including Performance Starter, is included on Comcast product lists and in ordering systems at Comcast retail locations. Comcast maintains a linkable web page devoted exclusively to describing (*e.g.*, price and speed) and permitting online purchase of all retail standalone BIAS offerings, including Performance Starter, by both new and existing Comcast customers. These commitments have been reinforced – and with respect to training, expanded – pursuant to the *Broadband Consent Decree*.

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

²³ *In the Matter of Comcast Corporation*, File No.: EB-11-IH-0163, Consent Decree (rel. Jun. 27, 2012) ("*Broadband Consent Decree*").

3. BIAS Annual Report

Requirement that Comcast file a report regarding its compliance with Condition IV.D.1 annually and upon any standalone BIAS price adjustment: Comcast filed the annual reports required by this Condition on February 22, 2012 and February 22, 2013, and separate price adjustment report on August 27, 2012.²⁴

E. Other BIAS Conditions

1-2. Specialized Service Requirements

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

3. 12 Mbps Offering

Obligation to offer a BIAS tier of at least 12 Mbps down in all Comcast DOCSIS 3.0 markets: A “Performance” service tier with at least 12 Mbps download speeds continues to be offered across Comcast’s entire DOCSIS 3.0 footprint. During the Reporting Period, the downstream speed of the Performance tier was increased to 15 Mbps in Comcast’s Top 30 markets.

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

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

G. Unfair Practices

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

V. NOTICE OF CONDITIONS

Requirement that the Company provide notice of the Conditions to OVDs, MVPDs, and video programming vendors in connection with expiring agreement or new requests: In response to new requests for carriage or programming, or expiring agreements, the Company provides the requesting party with a copy of the Conditions by e-mail. In 2012, NBCUniversal distributed over 1,000 notices of Conditions to MVPDs, video programming vendors, and OVDs, and Comcast distributed close to 300 notices to programmers.

²⁴ Letters from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56 filed on Feb. 22, 2012, Aug. 27, 2012, and Feb. 22, 2013.

VI. REPLACEMENT OF PRIOR CONDITIONS

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

VII. COMMERCIAL ARBITRATION REMEDY

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

VIII. MODIFICATIONS TO AAA RULES FOR ARBITRATION

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

IX. BROADCAST CONDITIONS

*Requirement to comply with Sections 2, 3, and 7 of the June 3, 2010 Agreement between Comcast Corporation, NBC Universal, Inc. and the NBC Television Affiliates (the "NBC Affiliates Agreement"), and with all of the terms of the June 21, 2010 Agreement between Comcast Corporation and the ABC Television Affiliates Association, the CBS Television Network Affiliates Association, and the FBC Television Affiliates Association (the "ABC, CBS and Fox Affiliates Agreement")*²⁵: As last reported, the Company maintains separation between its cable and broadcast businesses with respect to NBCUniversal's negotiation of affiliation agreements and retransmission consent agreements with non-Comcast MVPDs, and Comcast's negotiations of retransmission consent agreements with broadcasters.²⁶ In addition, the Company abides by its affiliate market integrity obligations, and it has maintained major sporting events on the NBC Network²⁷, as illustrated by, among other things, the more than 272.5 hours of London 2012 Olympics coverage that aired on the NBC Network. The NBC Network's Olympic coverage averaged 31.1 million viewers over 17 nights in primetime.²⁸

²⁵ Appendix F to the *Transaction Order*.

²⁶ NBC Affiliates Agreement, at § 3.

²⁷ NBC Affiliates Agreement, at §§ 2, 7.

²⁸ Press Release, London Olympics on NBC is the Most-Watched Television Event in U.S. History (Aug. 13, 2012), <http://www.nbcuniversal.presscentre.com/content/detail.aspx?ReleaseID=11947>.

X. DIVERSITY CONDITIONS

The Company's ongoing commitment to diverse programming is illustrated by its resurgent Telemundo unit. The 2011-2012 broadcast season was the network's best ever: Telemundo was the only Spanish-language broadcast network with growth in total viewers, marking its second straight season as the fastest growing Spanish-language broadcast network.²⁹ The ratings success was underscored by the best primetime performance in the network's history, including more than 173 hours of the London 2012 Olympic Games on Telemundo.³⁰ This generated a record-breaking cumulative viewership of 22.5 million, 42% over Telemundo's broadcast of the 2008 Beijing Olympic Games.³¹ Already the number one producer of Spanish-language primetime content, Telemundo announced it will increase its original production by more than 50 percent at its Miami-based Telemundo Studios, further solidifying its position as the leading media company producing original content by and for Hispanics.³²

1. Telemundo Multicast Channel

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

2-3. Telemundo and mun2 Programming on Comcast On Demand ("VOD") and On Demand Online ("Online")

Requirement that the Company use its VOD and Online platforms to feature Telemundo programming and increase the number of Telemundo and mun2 VOD programming choices

²⁹ Press Release, Telemundo Media Fastest Growing Spanish-Language Broadcast Network for 2011-2012 Season, Best Season Ever Among Total Viewers, Up +12% (Sep. 26, 2012), <http://telemundomediakit.com/2012/09/26/telemundo-media-fastest-growing-spanish-language-broadcast-network-for2011-2012-season-best-season-ever-among-total-viewers-up-12/>.

³⁰ Press Release, NBCUniversal Announces its Most Extensive Spanish-Language Olympic Coverage Ever with More Than 173 Hours on Telemundo (May 14, 2012), <http://www.nbcuni.com/corporate/newsroom/nbcuniversal-announces-its-most-extensive-spanish-language-olympic-coverage-ever-with-more-than-173-hours-on-telemundo/>.

³¹ Press Release, In 2012, Telemundo Media Delivers Best Primetime Performance in Network History Building on Last Year's Record Setting Results, Up 4% Among Total Viewers (Dec. 13, 2012), <http://telemundomediakit.com/2012/12/13/in-2012-telemundo-media-delivers-best-primetime-performance-in-network-history-building-on-last-year's-record-setting-results-up-4-among-total-viewers/>.

³² Press Release, Telemundo Media Announces More Than 800 Hours of New Content – Nearly 40 Percent Increase in Original Programming (May 14, 2012), <http://www.nbcuni.com/corporate/newsroom/telemundo-media-announces-more-than-800-hours-of-new-content-nearly-40-percent-increase-in-original-programming/>.

from 35 to 100 choices within 12 months and by an additional 200 choices within 3 years: During the Reporting Period, the number of Telemundo and mun2 VOD programming choices available on Comcast's central VOD storage facilities averaged 135 a month.

Telemundo and mun2 programming is also available Online on Comcast's XfinityTV.com portal, which featured over 46 choices, including full-length episodes of popular programs like *Rosa Diamante* and *Larrymania*.³³ In addition, Telemundo and mun2 continue to offer full-length episodes on their respective websites: Telemundo.com offers close to 60 programs³⁴ and mun2.tv offers close to 15 programs.³⁵ This wealth of content helped Telemundo.com record its best year ever, with growth of 71% for unique users across digital and mobile platforms, and a 58% increase in video streams.³⁶ And, for the first time in the network's history, Telemundo offered live streaming of broadcast coverage together with exclusive, digital-only content of Olympic events, news, announcements, and information for authenticated subscribers totaling more than 200 hours of digital video, including all Telemundo on-air broadcasts and the live streaming of trials involving Hispanic athletes.³⁷

4. New Weekly Business Program

Obligation to work with an independent producer to produce a new weekly business news program: As last reported, the Company fulfilled this obligation in 2011.

5. Independent Programming Reports

Requirement to file quarterly reports concerning the independent programming aired by the Company's owned or controlled stations and programming networks: The Company filed reports with the Commission containing information on the independent programming aired by each of the Company's owned or controlled stations and programming networks during each calendar quarter.³⁸ The reports were posted and remain available on the Company's corporate

³³ See <http://xfinitytv.comcast.net/tv-networks/Telemundo-Network-Group%2C-LLC/80/main> and <http://xfinitytv.comcast.net/tv-networks/mun2/484/main> (last visited on Jan. 28, 2012).

³⁴ See <http://msnlatino.telemundo.com/videos/allprograms> (last visited on Jan. 28, 2012).

³⁵ See <http://www.mun2.tv/watch/full-episodes> (last visited on Jan. 28, 2012).

³⁶ See *supra* note 29.

³⁷ Press Release: Telemundo Unveils London 2012 Plan for Most Extensive Spanish-Language Olympic Coverage Ever (Jun. 1, 2012), <http://www.nbcuni.com/corporate/newsroom/telemundo-unveils-london-2012-plan-for-most-extensive-spanish-language-olympic-coverage-ever/> (Jun. 1, 2012).

³⁸ The reports were filed in MB Docket No. 10-56 on the following dates: April 16, 2012 (first quarter); July 16, 2012 (second quarter); October 15, 2012 (third quarter); and January 15, 2013 (fourth quarter).

website³⁹, and are also accessible through a link posted on the homepage of each reporting station or network's website. While the Condition establishes no target, it is worth noting that, as detailed in the reports, the Company collectively aired approximately 146,029 hours of independent programming during 2012, an average of over 36,500 hours per quarter.

XI. LOCALISM

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

Obligation to “preserve and enrich the output of local news, local public affairs, and other public interest programming” through the use of certain windows on the NBCUniversal-owned stations, time slots on the cable channels, and Comcast VOD and Online platforms: Beyond the considerable, long-term investments in local news operations summarized in the *First Annual Report* – including the most significant expansion in recent years of the news departments at the stations that comprise the NBC Owned Television Stations and the Telemundo Station Group divisions – the Company continues to preserve and enhance local news by making strategic investments in its owned stations.

Local news and public interest programming is also benefiting from increased synergies between the Company's news divisions. For example, NBC News and Telemundo Media joined forces to deliver an unprecedented number of hours of political coverage in English and Spanish under their signature political banner “Decision 2012.” Through this partnership, NBC News gave Telemundo access to the assets and strengths of the leading news organization in the country, while Telemundo contributed its expertise and reach within the Hispanic community.⁴⁰

Comcast also made several highly-publicized launches of new local and public interest content on its VOD and Online platforms. For example, Comcast's VOD platform hosted public interest programming as part of its celebration of 2012's Black History Month, Asian Pacific American Heritage Month, LGBT Pride Month, Native American Heritage Month, and Hispanic Heritage Month. Many of these public interest programming choices were also available Online

³⁹ See <http://corporate.comcast.com/news-information/nbcuniversal-transaction/independent-programming>.

⁴⁰ Press Release, NBC News and Telemundo Media Join Forces to Deliver Unprecedented Political Coverage with “Decision 2012” (Jun. 14, 2012), <http://www.nbcuni.com/corporate/newsroom/nbc-news-and-telemundo-media-join-forces-to-deliver-unprecedented-political-coverage-with-decision-2012/>.

at XfinityTV.com.⁴¹

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

Prohibition on reduction of current level of news and information programming on the stations that comprise the NBC Owned Television Stations and Telemundo Station Group divisions: During the Reporting Period, the NBCUniversal-owned NBC and Telemundo television stations did not reduce their level of news and information programming from the amount aired in the year preceding the close of the Transaction.

b. Increased Investment in NBC Local News

Obligation to expand newscasts at the stations that comprise the NBC Owned Television Stations division: Over the past 18 months, the NBC Owned Television Stations division has made significant investments in the investigative units of its stations. All 10 stations now have dedicated investigative news units, an expansion that required the creation of 30 new positions, bringing the division's total of investigative journalists to over 60. The division also invested in training for the investigative units by, for example, sending unit members to the 2012 Investigative Reports & Editors conference, and holding sessions on computer-assisted reporting to develop high-impact investigative stories.

Additional investment in the stations' news coverage includes NBC 4 Washington (WRC)'s opening of news bureaus in Northern Virginia and Prince Georges County, Maryland to expand local coverage in those areas of the market.⁴² Three stations, NBC 4 Southern California (KNBC), NBC 4 New York (WNBC), and NBC 10 Philadelphia (WCAU) acquired news helicopters.⁴³ NBC 4 New York (WNBC) debuted a new studio at Rockefeller Center for

⁴¹ Press Releases, Comcast's Xfinity Celebrates Black History Month with Special Entertainment Choices Across Screens and Devices (Jan. 31, 2012), <http://www.comcast.com/About/PressRelease/PressReleaseDetail.ashx?PRID=1147&SCRedirect=true>; Xfinity TV Celebrates Asian-Pacific American Heritage Month (May 7, 2012), <http://corporate.comcast.com/news-information/news-feed/xfinity-tv-celebrates-asian-pacific-american-heritage-month>; Xfinity TV Launches New LGBT On Demand Destination in Celebration of Pride Month (Jun. 1, 2012), <http://corporate.comcast.com/news-information/news-feed/xfinity-tv-launches-new-lgbt-on-demand-destination-in-celebration-of-pride-month>; Xfinity TV Celebrates Native American Heritage Month (Nov. 7, 2012), <http://corporate.comcast.com/news-information/news-feed/xfinity-tv-celebrates-native-american-heritage-month>.

⁴² J. O'Connell, *NBC 4 Opening Bureaus in Reston, Landover*, Washington Post (Oct. 10, 2012), http://www.washingtonpost.com/blogs/capital-business/post/nbc4-opening-bureaus-in-reston-landover/2012/10/10/677b6300-1313-11e2-ba83-a7a396e6b2a7_blog.html.

⁴³ See, e.g. M. Malone, *KNBC Los Angeles Helicopter Takes Flight*, Broadcasting & Cable (Jan. 25, 2012), http://www.broadcastingcable.com/article/479603-KNBC_Los_Angeles_Helicopter_Takes_Flight.php.

its news broadcasts⁴⁴, while NBC 5 Chicago (WMAQ) and NBC 6 South Florida (WTVJ) remodeled their news studios.⁴⁵ NBC 5 Dallas (KXAS) and its sister station, Telemundo Dallas (KXTX) are in the process of building a new joint facility for their news and other broadcasts.⁴⁶

c. Increased Investment in Telemundo Local News

Obligation to increase investment in the Telemundo Station Group's locally-produced newscasts, over three years: In 2012, the Telemundo Stations Group invested almost \$7 million in capital improvements, including the expansion of local news, newsgathering equipment, transmission upgrades and technology, and distribution platforms.⁴⁷ 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). The revamped Telemundo local news operation has garnered numerous accolades, including more than two dozen regional Emmy awards, as well as local awards in recognition of the stations' investigative reporting.

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

a. NBC Owned Television Stations

Requirement that the stations that comprise the NBC Owned Television Stations division produce an additional 1,000 hours per year of original, local news and information programming to air on multiple platforms: During the Reporting Period, across the 10 stations that comprise the NBC Owned Television Stations division, the Company produced and aired approximately 1,700 hours of regularly scheduled local news programming over and above the amount aired in the year preceding the closing of the Transaction. This exceeds the requirement in this Condition by approximately 70%. The increase was accomplished primarily by expanding local newscasts on the stations' primary channels.

⁴⁴ H. Jessell, *WNBC Studio is a Room with a View*, TVNewsCheck.com (Apr. 26, 2012), <http://www.tvnewscheck.com/article/59017/wNBC-studio-is-a-room-with-an-hd-view>.

⁴⁵ A. Gauthier, *WMAQ Debuts Brand-New Set*, TV Spy (Feb. 29, 2012), http://www.mediabistro.com/tvspy/wmaq-debuts-brand-new-set_b40684; Miami NBC Upgrading Set Graphics, Name, Newscast Studio (Jul. 10, 2012), <http://www.newscaststudio.com/blog/2012/07/10/miami-nbc-upgrading-set-graphics-name/>.

⁴⁶ NBC 5 to Build State-of-the-Art Media Facility in Fort Worth, NBCDFW.com (Jun. 11, 2012), <http://www.nbcdfw.com/on-air/about-us/NBC-5-to-Build-State-of-the-Art-Media-Facility-in-Fort-Worth-158444705.html>.

⁴⁷ See e.g., Press Release, Telemundo Station Group Launches Multimillion Dollar Investment and Names New General Managers in Key Markets (May 9, 2012), <http://www.nbcuni.com/corporate/newsroom/telemundo-station-group-launches-multimillion-dollar-investment-and-names-new-general-managers-in-key-markets/>.

Although the stations have focused on developing new news programming on their primary channels – where the audience is greater – many of the stations also air local news on their multicast channels. Last fall, the NBC Owned Television Stations division announced the launch of COZI TV, a 24-hour national network on the stations’ multicast channels. COZI TV programming includes daily time blocks for the stations to air local news, sports, and special events.⁴⁸

In addition to the regularly scheduled local news programming, the four NBC Owned Stations in the Northeast and Mid-Atlantic carried more than 240 hours of live coverage of Hurricane Sandy and its aftermath. NBC 4 New York (WNBC) provided 140 hours of live reporting on Hurricane Sandy, while NBC Connecticut (WVIT), NBC 10 Philadelphia (WCAU), and NBC 4 Washington (WRC), combined, aired more than 100 hours of live Hurricane Sandy coverage. These stations collectively deployed 85 reporters in the field each day to deliver local residents critical information needed to prepare and protect themselves before, during, and after the devastating storm. The stations also worked closely with NBC News and The Weather Channel to share information and resources. In order to make the Hurricane Sandy coverage available to the tens of thousands in the area who had suffered from power losses, the stations also simulcast their coverage over several radio stations and live streamed newscasts so they were available to viewers via tablet and mobile devices.

b. Telemundo Station Group

Requirement that at least six of the stations that comprise the Telemundo Station Group division collectively produce an additional 1,000 hours per year of original, local news and information programming: During the Reporting Period, nine of the owned Telemundo stations collectively produced and aired close to 1,400 hours of regularly scheduled local news programming over and above the amount aired in the year preceding the closing of the Transaction. This exceeds the requirement in this Condition by approximately 40%. News and information programming added since the closing of the Transaction includes new local weekend newscasts in New York and Dallas.

4. News and Information Programming Reports

Requirement to file quarterly reports regarding the news and information programming aired on the stations that comprise the NBC Owned Television Stations and the Telemundo Station Group divisions: The Company filed reports with the Commission containing information on the news and information programming aired by the stations that comprise the NBC Owned Television Stations and the Telemundo Station Group divisions during each calendar quarter.⁴⁹ The reports were posted and remain available on the Company’s corporate

⁴⁸ Press Release, NBC Owned Stations Deliver Exciting Viewing Experience with COZI TV (Oct. 24, 2012), <http://www.nbcuniversal.presscentre.com/content/detail.aspx?ReleaseID=13241>.

⁴⁹ The reports were filed in MB Docket No. 10-56 on the following dates: April 16, 2012 (first quarter); July 16, 2012 (second quarter); October 15, 2012 (third quarter); and January 15, 2013 (fourth quarter).

website⁵⁰, and are also accessible through a link posted on the homepage of each reporting station's website. While the Condition establishes no target, it is noteworthy that, as detailed in the reports, the stations that comprise the NBC Owned Television Stations and the Telemundo Station Group divisions collectively aired approximately 29,527 hours of news and information programming during 2012, an average of over 7,381 hours per quarter.

5. Non-Profit News Partners

Requirement that half of the 10 stations that comprise the NBC Owned Television Stations division establish cooperative arrangements with locally focused non-profit news organizations: Attached as Appendices A and B and incorporated by reference are the reports filed on July 30, 2012 and January 28, 2013 pursuant to and reporting compliance with this Condition.⁵¹ As required by Condition XI.5.f, copies of both reports were posted and remain available for public viewing on the homepage of each of the 10 stations that comprise the NBC Owned Television Stations division.

6. More VOD Choices at No Additional Charge

Obligation to continue providing at least 15,000 VOD choices at no additional charge to Comcast customers: During the Reporting Period, the total number of VOD choices available at no additional charge to Comcast customers averaged 36,702 a month, more than doubling the requirement of this Condition.

7. Broadcast Content on VOD

Obligation to make available certain broadcast content at no additional charge on Comcast's VOD service: During the Reporting Period, Comcast offered nearly 9,000 VOD broadcast content choices a month to its customers at no additional charge; and Comcast's VOD service continues to be the only VOD service that offers programming from all four major broadcast networks as soon as the day after it airs. Comcast also signed its first ever VOD deal with The CW, bringing the broadcast network's primetime series to Comcast VOD customers at no extra charge.⁵²

⁵⁰ See <http://corporate.comcast.com/news-information/nbcuniversal-transaction/news-and-information-programming>.

⁵¹ Letters from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56, dated Jul. 30, 2012 and Jan. 28, 2013.

⁵² M. O'Connell, *The CW Inks First On Demand Deal with Comcast* (Oct. 24, 2012), <http://www.hollywoodreporter.com/live-feed/cw-inks-first-demand-deal-382290>.

XII. JOURNALISTIC INDEPENDENCE

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

XIII. CHILDREN'S PROGRAMMING

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

a-b. *Requirement to add an additional 500 VOD programming choices appealing to children and families to Comcast's central VOD storage facilities by year-one and an additional 1,000 choices by year-three:* Total children's VOD programming choices now average 5,900 per month – roughly 2,000 more choices than the pre-Transaction benchmark and 1,000 more than required by the year-three milestone. 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.

c. *Obligation to provide one additional hour per week of children's "core" E/I programming:* As last reported, all 10 stations that comprise the NBC Owned Television Stations division are airing an additional (fourth) hour of children's E/I programming every week on their qualifying multicast channels.⁵³ The Telemundo Station Group is also airing an additional hour of E/I programming every week on each station's primary channel, and now airs two hours of children's educational programming on its primary channel on each Saturday and Sunday morning.

2. Ratings Icons and Parental Controls

a. Improved Ratings Icons

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

⁵³ On a handful of stations, technical issues during the launch of the new COZI TV multicast network resulted in delayed or skipped segments of the fourth hour of children's programming. The segments were promptly re-aired and, consistent with Commission rules and policies, the stations notified program listing services and made on-air announcements to promote the rescheduled airings.

b. Improved Parental Controls

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

c. Parental Dashboard

Obligation to provide a parental dashboard that places all parental controls in one place, and white listing capabilities on tru2way boxes, by the end of 2013: The parental dashboard deadline occurs in 2013 and will be included in the report to be filed on February 28, 2014.

d. Blocking Capabilities of IP-based STBs

Obligations to provide parental controls and blocking capabilities for IP-based STBs: The first milestone associated with this Commitment occurs in 2013 and will be included in the report to be filed on February 28, 2014.

e. Online Ratings Icons

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

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

Requirement to expand the Company's partnership with organizations offering enhanced information to help guide family viewing decisions: The Company continues to use CSM materials as part of its efforts to provide parents with information to help them make educated viewing decisions for their families. CSM content – including thousands of review videos, tip videos, ratings, and recommendations – is integrated into Comcast's VOD service and promoted on XfinityTV.com, and Comcast supports a variety of CSM initiatives on issues ranging from Internet safety to cyberbullying. In addition, the Company ran more than \$29 million worth of public service announcements ("PSAs") in support of CSM's digital literacy project during 2012. NBCUniversal also helped CSM produce Spanish language digital literacy PSAs that run on Telemundo, and solicited CSM input and content for NBCUniversal's own educational campaigns. In addition, CSM experts participated in a number of parenting advice segments on the *TODAY* show.

4-5. Interactive Advertising

Restrictions on the use of "Interactive Advertising" in programming produced primarily for children: Comcast and NBCUniversal prohibit the insertion of interactive advertisements

into networks or programming produced and transmitted primarily for an audience of children 12 years old or younger.

6. PSAs

Requirement that the Company, for five years, provide \$15 million worth of PSAs per year for five years on various public interest topics: From January 1, 2012 through December 31, 2012, the Company aired PSAs with a value of over \$24 million on the four topics designated by this Condition (digital literacy, parental controls, nutritional guidelines⁵⁴, and childhood obesity) on networks that have a higher concentration than the median cable network of adults 25-54 with children under 18 in the household.⁵⁵ This investment exceeds the value established in the Condition by more than \$9 million.

In addition, the Company worked with U.S. Olympic Committee and First Lady Michelle Obama to produce PSAs on physical fitness which aired during and around the 2012 Summer Olympics on NBC and various NBCUniversal networks. The Company also partnered with the Ad Council to produce two new PSAs on nutritional guidelines which aired regularly on the Style Network, as well as on other NBCUniversal networks.

As required, PSAs on childhood obesity aired at least once during each hour of NBC's "core" educational/instructional ("E/I") programming, plus an average of two times a day on Sprout. Sprout produced and aired "Let's Move" PSAs featuring Mrs. Obama and Sprout characters. Telemundo also aired Spanish-language childhood obesity PSAs during its children's block throughout the year.

XIV. PEG CONDITIONS

1. No Migration to Digital Delivery

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

2. PEG Carriage on Digital Starter

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

⁵⁴ The Company aired PSAs on the nutritional guidelines promulgated by the U.S. Department of Agriculture.

⁵⁵ Qualifying networks were identified using viewership information obtained through The Nielsen Co. and are reviewed on a quarterly basis for changes.

3. Quality of PEG Delivery

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

4. PEG Pilot Program

Obligation to develop a platform to host PEG content on VOD and online: Attached as Appendices C and D and incorporated by reference are the July 30, 2012 and January 28, 2013 reports filed pursuant to and reporting on compliance with this Condition.⁵⁶ As required by Condition XIV.4.c.vii, copies of those reports were posted and remain available on the Company's corporate website.⁵⁷

XV. NCE and LOCAL NCE

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

XVI. BROADBAND DEPLOYMENT AND ADOPTION

1. Broadband Footprint Expansion

a. 1,500-mile Expansion

Requirement that Comcast expand its broadband network by at least 1,500 miles per year for three years and extend its broadband plant to approximately 400,000 additional homes: In 2012, Comcast expanded its existing broadband network by 1,964 miles, surpassing the annual 1,500 mile requirement by 464 miles, and bringing the combined 2011 and 2012 build out total to 4,008 miles or 89% of the total three-year commitment. In addition, Comcast extended its broadband plant to 221,891 additional homes, exceeding the milestone with a cumulative total of 421,767 additional homes or 105% of the three-year commitment.

b. Internet Service Upgrades to Rural Communities

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

⁵⁶ See *supra* note 51.

⁵⁷ See <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

c. Additional Courtesy Accounts

Requirement to provide an additional 600 Comcast courtesy video and BIAS account locations over three years at a rate of 200 additional locations per year: In 2012, Comcast provided an additional 213 courtesy video and BIAS accounts to schools, libraries, and other community institutions in underserved areas in which broadband penetration is low and there is a high concentration of low income residents. This brings the combined 2011 and 2012 total of qualifying courtesy account services to 424 or 71% of the three-year commitment.

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

Requirement to launch the Comcast Broadband Opportunity Program: Comcast's commitment to bridging the digital divide is exemplified by the *Internet Essentials* program, which has now connected over 150,000 low-income families (an estimated 300,000 children and 600,000 low-income Americans) to the Internet in just 18 months. Outreach efforts have remained strong with participation from over 4,000 school districts, or nearly 30,000 schools, as well as nearly 7,000 community-based organizations, government agencies and federal, state, and local elected officials. Over 10,000 people have attended in-person digital literacy training classes held by our community-based partners, and over 15,000 computers have been sold to *Internet Essentials* families. Over the course of the program, Comcast has distributed over 25 million pieces of *Internet Essentials* materials for free to school districts and community partners.

On July 31, 2012, Comcast filed its first *Annual Compliance Report on Internet Essentials*, the Comcast Broadband Opportunity Program.⁵⁸ As required by Condition XVI.2.1, a copy of the report was made available on the Company's corporate website⁵⁹ and also at www.InternetEssentials.com/news. The report was immediately followed by an aggressive promotional campaign to mark the beginning of "Year Two" of *Internet Essentials*, which included back-to-school themed kick-off events in 21 cities, including Washington D.C., Philadelphia, Boston, and Albuquerque.

Comcast will continue to enhance the program in various ways for 2013. Most significantly, Comcast has expanded the eligibility criteria to include families with homeschooled, private, and parochial students. This will make nearly 200,000 additional families eligible for *Internet Essentials* in Comcast's service area – bringing the total to nearly 2.6 million eligible families.

⁵⁸ Letter from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, MB Docket No. 10-56, dated Jul. 31, 2012.

⁵⁹ See <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

XVII. GENERAL

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

XVIII. VIOLATIONS

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

XIX. REPORTING REQUIREMENTS

Requirement that the Company report to the Commission annually regarding compliance with these Conditions and post each such report on its website: The filing of this annual report satisfies this Condition for the second year. A copy of this report is available as of today on the Company's corporate website.⁶⁰

XX. TERM

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

PART THREE: OVERVIEW OF PROGRESS ON VOLUNTARY DIVERSITY COMMITMENTS

With the goal of developing the most successful model of diversity and inclusion in the communications and entertainment industry, Comcast and NBCUniversal have adopted and implemented a comprehensive set of strategic approaches and detailed plans designed to achieve and build upon the diversity and inclusion initiatives contained in the Memoranda of Understanding ("MOUs")⁶¹ entered into with various national diverse organizations. The Company made significant strides in diversity and inclusion in 2012, in some cases exceeding its goals, while also identifying opportunities for further development. Over 2013, the Company will focus on the steps needed to expand its progress and to further embed diversity and inclusion into the culture and fabric of the entire business.

⁶⁰ *Id.*

⁶¹ See Appendix G to the *Transaction Order*. These voluntary diversity commitments span the following five key "Focus Areas," each of which is discussed herein: (1) governance; (2) workforce recruitment and career development; (3) supplier diversity; (4) programming; and (5) community investment and partnerships.

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

A. Governance

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

As last reported, the Company's external Joint Diversity Advisory Council ("Joint Council")⁶² plays a significant role in advising on the Company's diversity and inclusion efforts. The Joint Council was actively engaged throughout the Reporting Period, including formal meetings in April and November 2012 attended by Comcast and NBCUniversal leadership. Comcast Chairman and Chief Executive Officer Brian L. Roberts attended the November meeting and met with each Diversity Advisory Council and At-Large Member. In addition, members of the Joint Council regularly interact 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.

The make-up of the Comcast Board of Directors is, as last reported, more than one-third diverse. Comcast is actively engaged in efforts to develop various pipelines for future diverse Board members.

B. Workforce Recruitment and Career Development

The Company continues to work toward its goal of being an industry leader in workforce diversity and inclusion. In pursuit of this goal, the Company has focused on promoting and recruiting more diverse employees, particularly at the vice president level and above. Other initiatives to expand opportunities for diverse candidates include retaining search firms with track records of recruiting diverse candidates and engaging student candidates through events hosted by diverse professional organizations, including sponsoring and attending career fairs and recruitment events held at colleges and universities that historically serve minorities. The Company has also specifically focused on hiring 1,000 U.S. Veterans over three years as part of the *Hiring 500,000 Heroes* campaign. As of year-end 2012, the Company was 90% towards its goal of veterans hired under this program.

⁶² The Joint Council consists of four, nine-member Diversity Advisory Councils representing the interests of African Americans, Asian Americans, Hispanics, and Women, respectively. The Joint Council also has At-Large Members representing other diverse groups, including Native Americans, Veterans, People with Disabilities, and members of the Lesbian, Gay, Bisexual, and Transgender ("LGBT") community.

During the Reporting Period, the Company also adopted new and expanded workforce development and training programs, augmenting the more than 80 programs already in place. The new programs are aimed at increasing opportunities for diverse high potential employees to develop and prepare them for promotion to executive positions, and raise overall awareness about diversity and inclusion.

The Company continues to build upon NBCUniversal's successful history with Affinity Groups – sponsored workplace groups focused on the needs of individual diverse communities, and offering opportunities for training, mentoring, socialization, support, and community volunteering. NBCUniversal's Affinity Groups' membership grew to over 7,172 employees in 2012. Meanwhile, Comcast continues to build on its 2011 launch of eight pilot affinity groups at its corporate headquarters. As of year-end 2012, Comcast's eight Affinity Groups had approximately 2,800 members.

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

C. Supplier Diversity

The Company's efforts to increase and improve the participation of diverse-owned businesses in the Company's supply chain are yielding positive results. Comcast and NBCUniversal do a substantial amount of business with diverse suppliers, including minority, women, and veteran-owned business enterprises. The Company partners with minority-led chambers of commerce and other diverse business organizations throughout the country at the national and regional level. Further, in order to raise awareness among diverse suppliers, the Company sponsors, participates in, and attends national and regional supplier diversity events, including supplier fairs, conferences, and capacity-building events, and business opportunity fairs, panels, and awards ceremonies. The Company continues to pursue diversity objectives in its purchase of professional services, including its ninth consecutive year of arranging credit facilities with 10 minority-owned banks, and increasing its spend in the Inclusion Initiative, a coalition of companies dedicated to purchasing legal services from minority and women-owned law firms. As a result of these efforts, the Company's diverse supplier spend during 2012 approached \$1 billion.

To better identify the minority-owned business with which it works, the Company has implemented a new and more robust web-based database and registration site for diverse suppliers interested in doing business with the Company and has assembled a consolidated list of diverse-owned suppliers across multiple industries and geographical locations. As a result of these efforts, Comcast and NBCUniversal at year-end 2012 had more than 2000 diverse vendors registered on their new websites.

D. Programming

The Company is committed to delivering programming that reflects the diverse interests of its customers across all platforms, including linear channels, VOD, and Online. As described in the *First Annual Report*, Comcast and NBCUniversal made significant progress toward meeting virtually all of their diversity programming commitments within the first year following the Transaction, including the initial implementation of the planned distribution of four new minority-owned or operated diverse networks (ASPiRE, Baby First Americas, El Rey, and REVOLT). In 2012, Comcast Cable began distributing ASPiRE, which is now available in seven million homes across 16 of the top 25 African American markets in Comcast's footprint; and Baby First Americas, a Hispanic-focused, English-language channel being distributed in 19 Comcast markets.

The Company continues to strengthen and enrich its offering of diverse programming choices, expanding the distribution of diverse networks to millions of homes⁶³, and featuring hundreds of VOD and Online choices geared toward African American⁶⁴, Asian American⁶⁵, and Hispanic audiences.⁶⁶ In addition, the Company is expanding its Online resources by launching first-of-their-kind Internet destinations for exploring diverse content.⁶⁷

⁶³ See, e.g. S. Donohue, *Aspire debuts in 7 million Comcast and Time Warner Cable Homes*, FierceCable.com (Jun. 28, 2012), <http://www.fiercecable.com/story/aspire-debuts-7-million-comcast-and-time-warner-cable-homes/2012-06-28>; MNET is Now Available for Comcast Subscribers in DC and Philadelphia, 24-7Kpop.com (Jul. 12, 2012), <http://24-7kpop.com/2012/07/12/mnet-is-now-available-for-comcast-subscribers-in-dc-and-philadelphia/>. Press Release, Crossings TV and Comcast Announce Expanded Carriage on Xfinity TV (Dec. 20, 2012), <http://www.businesswire.com/news/home/20121220005190/en/Crossings-TV-Comcast-Announce-Expanded-Carriage-Xfinity>.

⁶⁴ Press Release, Comcast's Xfinity Celebrates Black History Month with Special Entertainment Collection and Online Destination (Jan. 31, 2013), <http://corporate.comcast.com/news-information/news-feed/comcasts-xfinity-celebrates-black-history-month-with-special-entertainment-collection-and-online-destination>.

⁶⁵ Press Release, Xfinity TV Celebrates Asian-Pacific American Heritage Month (May 7, 2012), <http://corporate.comcast.com/news-information/news-feed/xfinity-tv-celebrates-asian-pacific-american-heritage-month>.

⁶⁶ Press Release, Comcast More than Doubles Spanish-Language On Demand Content on TV and Online with Xfinity Latino (Dec. 17, 2012), <http://corporate.comcast.com/news-information/news-feed/comcast-more-than-doubles-spanish-language-on-demand-content-on-tv-and-online-with-xfinity-latino>.

⁶⁷ See, e.g. M. O'Connell, *NBC News Launches Hispanic Website NBC Latino*, The Hollywood Reporter (Jul. 2, 2012), <http://www.hollywoodreporter.com/news/nbc-news-hispanic-website-nbclatino-344138>; C. Warzel, *Telemundo, iVillage Partner to Target Hispanics – Site Will Cater to Underserved Online Latina Market*, AdWeek (Jul. 16, 2012), <http://www.adweek.com/news/technology/telemundo-ivillage-partner-target-hispanics-141925>.

As part of the Company's continuing effort to bolster diversity in front of and behind the camera, NBCUniversal executives meet quarterly with representatives from the NAACP, American Indians in Film and Television, the Asian-Pacific American Coalition, and the National Latino Media Council to discuss the major networks' efforts to increase diversity in casting, image portrayal, content creation, and talent development.

E. Community Investment and Partnerships

In 2012, the Company again increased its year-over-year support of community-based philanthropic organizations helping underserved and diverse communities. The Company is proud to be making the communities it serves stronger by empowering change makers through technology, innovation, community service, and workforce volunteerism. Few initiatives exemplify this commitment better than Comcast Cares Day. A record-breaking 75,747 Company employees, family members, friends, and community partners turned out April 21, 2012 in one of the nation's largest days of corporate volunteerism. Working hand-in-hand at 660 sites in 39 states and the District of Columbia, Company volunteers contributed their time and energy to clean up parks, make over schools, and landscape playgrounds.

The Company increased its 2012 cash support of minority-led and minority-serving ("MLMS") organizations by more than 10% over 2011 levels. The Company also increased its support of organizations offering fellowship, internship, and scholarship programs that support diverse beneficiaries. Substantial support was also given to promote the good work of its diverse partners through PSAs and other media placements, both locally and nationally.

F. Comcast Opportunity Fund

In 2012, Comcast Ventures renewed its partnership with DreamIt Ventures, a leading technology accelerator program, to fund a minority entrepreneur accelerator program, formerly called MEAP and renamed DreamIt Access. Participating start-up companies received seed funding and had access to DreamIt Venture's benefits and services, including business talent, legal and accounting services, mentoring, office space, guidance from leading business visionaries, and contacts to reach the next level of development. Through the end of 2012, the DreamIt/Comcast partnership continued to offer impactful opportunities for minority entrepreneurs, including the launch of 15 start-ups with minority founders of African American, Asian American, or Hispanic descent. In addition, Comcast has closed or is near closing several direct ("Phase II") investments in minority-led businesses.

NBCUniversal Non-Profit News Partners Progress Report

July 30, 2012

JULY 2012

NON-PROFIT NEWS PARTNERS PROGRESS REPORT

This report summarizes the steps NBCUniversal has taken during the reporting period of **January 28, 2012 to July 28, 2012** to satisfy its obligations under Appendix A, Condition XI.5 (the “Condition”) of the Comcast-NBCUniversal Order.¹

Per Condition XI.5(f), this report describes the status of the non-profit news partnership arrangements, including a description of the support provided by NBCUniversal to each news partner organization, and information about the news and other programming produced by the arrangement, including the overall quantification by market of local content segments or items generated, as well as their nature (including but not limited to videos, articles, blog posts, and photos), and whether the station’s primary channel, multicast channel(s), website, or other platforms exhibited such segments or items.² A copy of this report has been posted on the websites maintained by the NBC-owned television stations.

As the January 2012 progress report described,³ NBCUniversal satisfied the Condition’s requirement that at least four of the 10 stations in its NBC Owned Television Stations division enter into cooperative arrangements with locally-focused, non-profit news organizations: NBC 4 New York partnered with ProPublica (www.propublica.org); NBC 5 Chicago partnered with *The Chicago Reporter* (www.chicagoreporter.com); NBC 10 Philadelphia partnered with WHYY (www.whyy.org); and NBC 4 Los Angeles partnered with KPCC Southern California Public Radio (www.scpr.org).

In the first months of these partnerships, the collaborations have resulted in at least seven major investigations, including two with nation-wide implications. These investigations have generated dozens of news reports on the NBC-owned stations and websites, as well as on the partners’ radio stations, publications, and websites, supported by the data, research, and in-depth investigative efforts of their news partners. In fact, a May 2012 article by TVNewsCheck.com reported that the

¹ Memorandum, Opinion and Order in the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of Licensees, MB Docket No. 10-56 (Jan. 18, 2011), as amended by the Erratum released on March 9, 2011 (“Comcast-NBCUniversal Order”).

² Unless otherwise indicated, all of the referenced news stories were telecast on the stations’ primary channels.

³ See Letter from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56 (Jan. 30, 2012) at Attachment A (“January 2012 Report”).



partnerships have already resulted in “an uptick in investigative reports on local newscasts.”⁴

The NBC-owned stations also added a dedicated investigative reporting section to each of their websites that will feature videos and other resources related to stories produced by the news partnerships, such as investigative reports resulting from the collaboration between several NBC-owned stations and ProPublica.⁵

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

UPDATE ON THE NEWS PARTNERSHIPS



Collaboration and Support

NBC 4 New York and ProPublica conduct regular conference calls to ensure that NBC 4 New York and the other NBC-owned stations always have an up-to-date understanding of the research and investigative data that ProPublica has available. Where NBC 4 New York sees an appropriate opportunity to use the ProPublica investigative data, producers “transform” the data into special investigative segments for NBC 4 New York’s newscasts.

NBCUniversal support for ProPublica includes participation of ProPublica’s investigators during news segments, online references and links to ProPublica to build name recognition and support for the organization, and financial assistance to help support the ongoing mission. ProPublica will also provide the results of its data-based journalism—what it calls “news applications”⁶—to all 10 stations that compose the NBC Owned Television Stations division.

⁴ See Diana Marsalek, *NBC O&Os, Nonprofits Make News Deal Work*, TVNewsCheck.com, <http://www.tvnewscheck.com/article/59742/nbc-oos-nonprofits-make-news-deal-work> (May 29, 2012).

⁵ See, e.g., Press Release: NBCUniversal, NBC Owned Stations Launch New Platforms to Feature Investigative Stories, <http://www.nbcuniversal.presscentre.com/Press-Releases/nbc-owned-stations-launch-new-platforms-to-feature-investigative-stories-2853.aspx> (May 1, 2012).

⁶ See ProPublica’s Report to Stakeholders (January-April 2012), available online at http://s3.amazonaws.com/propublica/assets/about/PP_Report_to_Stakeholders_January-April_2012.pdf.

Key Projects

In the last six months, NBC 4 New York has aired stories based on two major joint investigations with ProPublica. The stories also ran on NBC 4 New York's multicast "Nonstop" channel during the 7:00 p.m. newscast on the dates indicated below.

■ Federal Stimulus Money

- Based on federal stimulus tracking data collected, sorted and presented in an interactive database developed by ProPublica, NBC 4 New York's "I-Team" (the news department's investigative unit) found more than 200 approved stimulus-funded projects totaling more than \$200 million in New York, New Jersey, and Connecticut are still listed as "not started," despite the fact that many of these projects had been touted as "shovel ready."
- The story, which also featured a ProPublica investigative journalist, aired on February 14, 2012 on NBC 4 New York during the 5:00 pm and 7:00 p.m. newscasts.⁷ NBC 4 New York also provided an accompanying online story that included a link to the tracking database on the ProPublica website (<http://projects.propublica.org/recovery/>) for viewers who wish to chart the progress of stimulus projects in their areas.

■ Kidney Dialysis Centers

- Based on data collected by ProPublica, NBC 4 New York reported that patients at certain Tri-State area dialysis centers located in low-income areas were less likely to get transplants than patients at other dialysis centers.
- The story aired on NBC 4 New York on April 26, 2012 at 11:00 p.m.⁸ and received at least one full day of on-air promotion. The results of the investigation were also posted on the NBC 4 New York website, where the story remained popular for several days.⁹ The data collected by ProPublica were shared with other NBC-owned stations and resulted in locally focused newscasts and companion website articles in those markets.¹⁰

⁷ See Tom Burke and Chris Glorioso, *I-Team: Millions of Stimulus Dollars Still Unused in Tri-State*, <http://www.nbcnewyork.com/investigations/I-Team-Millions-of-Stimulus-Dollars-Still-Unused-139315393.html> (Feb. 14, 2012).

⁸ See Chris Glorioso, *I-Team: Patients at Some Dialysis Centers Get Fewer Kidney Transplants*, <http://www.nbcnewyork.com/news/local/Kidney-Transplant-Disparity-Dialysis-ProPublica-I-Team-149269465.html> (Apr. 26, 2012).

⁹ *Id.*

¹⁰ See, e.g., Nesita Kwan, *Dialysis Danger: Why Location Matters for Some Kidney Patients*, <http://www.nbcchicago.com/investigations/Dialysis-Danger-Why-Location-Matters-for-Some-Kidney-Patients-148017845.html#ixzz20Eqa9xRH> (Mar. 18, 2012); Tisha Thompson, *Dialysis Center Ratings*, <http://www.nbcwashington.com/investigations/Dialysis-Center-Ratings-147820675.html> (Apr. 27, 2012).

THE CHICAGO REPORTER



Collaboration and Support

The NBC 5 Chicago news team holds regular meetings with *The Chicago Reporter's* staff with the goal of increasing the coordination between the two news organizations. One of the primary goals is to synchronize the airdates of stories airing on NBC 5 Chicago to coincide with *The Chicago Reporter's* publication dates for companion or related pieces. This collaborative approach helps each party benefit from the public interest in the stories they are producing and capitalize on the ability to reach consumers on multiple platforms. NBCChicago.com editors also provide a link-back to the associated *The Chicago Reporter* publication for each piece that was produced in partnership. In addition, NBCChicago.com provides social media support by posting each partnership-generated story on NBC 5's Twitter and Facebook feeds. *The Chicago Reporter* also provides a reporter as a resource for NBC 5 Chicago on-air stories.

Key Projects

The partnership produced a number of investigative reports that have aired on NBC 5 Chicago and on Telemundo Chicago:

- **Financial Practices of Rev. Leon Finney and Entry House**
 - The first collaboration between NBC 5 Chicago and *The Chicago Reporter* focused on Dr. Leon Finney, Jr., a high-profile Chicago minister and community organizer who received hundreds of millions of dollars in federal grants to provide services to people on Chicago's South Side. A report in *The Chicago Reporter's* January-February 2012 issue questioned how Dr. Finney and his organizations spent much of this money.
 - NBC 5 Chicago's "Unit 5" investigative team expanded on *The Chicago Reporter's* investigation by profiling one of Dr. Finney's organizations — a drug and alcohol rehabilitation center called Entry House. Entry House had received tens of millions of dollars in government grants, yet failed to pay its employees on time. Following these investigations, the Illinois Department of Human Services and the Office of the Illinois Attorney General began looking into the financial practices of Entry House and Dr. Finney's organizations.
 - The initial story aired on January 19, 2012 during NBC 5 Chicago's 10:00 p.m. newscast.¹¹ A follow-up story aired on March 2, 2012 on the 6:00 p.m. edition

¹¹ See Katy Symser, *State Agencies Looking Into Entry House's Books*, <http://www.nbcchicago.com/news/local/chicago-reporter-unit-5-woodlawn-corporation-entry-house-leon-finney-jr-137734013.html> (Jan. 19, 2012).

of the NBC 5 Chicago news.¹² The story re-aired on the 10:00 p.m. news on March 2, 2012 and the next day's early news shows. Both the original and follow-up stories were posted on the NBC 5 Chicago website.

▪ **Wage Theft**

- Following up on a story in the March-April 2012 issue of *The Chicago Reporter*, Unit 5 profiled a low-wage worker who had tried unsuccessfully to recoup thousands of dollars in back pay from his employer by filing a claim before the Illinois Department of Labor ("IDOL"). *The Chicago Reporter* analyzed hundreds of IDOL claims and found that the agency failed to recover the majority of the unpaid earnings owed to low-wage workers.
- Unit 5's report aired on March 8, 2012 during the 5:00 p.m. edition of NBC 5 Chicago's newscast.¹³ An abridged version of the story aired on the 10:00 p.m. news on the same day.
- Because many of the workers profiled in *The Chicago Reporter's* story were Latino, NBC 5 Chicago referred the profiled worker to Telemundo Chicago, an NBCUniversal-owned television station, which was then able to do a separate interview with the worker for a companion piece. Telemundo Chicago aired its story on March 8, 2012 on the 5:00 p.m. and 10:00 p.m. newscasts.¹⁴

▪ **Police Brutality**

- In conjunction with the May-June 2012 issue of *The Chicago Reporter*, NBC 5 Chicago aired a story on Chicago policemen who remain on the force after having been repeatedly accused of brutality and misconduct. Unit 5 profiled a man who had allegedly been beaten by one of these policemen.
- The NBC 5 Chicago story aired on May 1, 2012 on the 10:00 p.m. newscast, the same day that *The Chicago Reporter's* issue first hit the stand. NBC 5 Chicago's website posted video of the story, along with a complete print version of the story and several original documents featured in the report, including court documents, police complaints, and direct links to the various databases maintained by the City of Chicago.¹⁵

¹² See NBC 5 Chicago, *Employees Say "Entry House" Closure is Retribution*, <http://www.nbcchicago.com/news/local/chicago-reporter-unit-5-woodlawn-corporation-entry-house-leon-finney-jr-141271103.html> (Mar. 2, 2012).

¹³ See Lisa Capitanini and Marion Brooks, *Workers Say Company Shut Doors, Never Paid Them*, <http://www.nbcchicago.com/investigations/unit-5-chicago-reporter-wage-theft-142001553.html> (Mar. 8, 2012).

¹⁴ See Telemundo Chicago, Video: *Esperando en vano*, <http://www.telemundochicago.com/content-center/Esperando-en-vano-141964573.html> (Mar. 8, 2012).

¹⁵ See Rob Stafford and Katy Smyser, *Millions Paid to Settle Police Misconduct Suits*, <http://www.nbcchicago.com/investigations/unit-5-chicago-reporter-chicago-police-ipra--149771045.html> (May 1, 2012).



Collaboration and Support

NBC 10 Philadelphia and WHYY have developed a strong relationship in the distribution of online news content. Each day, NBC 10 Philadelphia and WHYY share a list of stories, and NBCPhiladelphia.com generally adds links on its website to at least three articles originally posted on NewsWorks.org (NBC 10 Philadelphia is the top referrer of web traffic to NewsWorks.org). WHYY provides NBC 10 Philadelphia with local political commentary, local arts and cultural coverage; in exchange, NBC 10 Philadelphia provides daily weather content to WHYY's NewsWorks.org website. In addition, NBC 10 Philadelphia posts a WHYY weekly segment (FLICKS by Patrick Stoner) on its site.

Key Projects

The partnership has also resulted in broadcast segments described below. More in-depth interviews related to these segments ran on the NBC 10 Philadelphia multicast channel, "Philadelphia Nonstop".

- **Training Sled Dogs in the Sands of the New Jersey Pine Barrens**

- In a report that aired on February 3, 2012 on NBC 10 Philadelphia, WHYY reporter Peter Crimmins shared his report on sled dogs training on sand in the Pine Barrens of New Jersey.¹⁶ The story was also available on NBC 10 Philadelphia's website, and on the NewsWorks.org website.¹⁷

- **New Jersey Wineries**

- On March 14, 2012, NBC 10 Philadelphia aired a report based on an interview with WHYY reporter Jen Howard on the New Jersey wine making industry and the results of a recent taste test on New Jersey wines.¹⁸ The story was also available on NBCPhiladelphia.com and on the NewsWworks.org website.¹⁹

¹⁶ See NBC 10 Philadelphia, Video: *South Jersey Sled Dogs*, <http://www.nbcphiladelphia.com/video/#!/on-air/as-seen-on/South-Jersey-Sled-Dogs/138647844> (Feb. 2, 2012).

¹⁷ See Video: Peter Crimmins, *Call of the Mild: Sled Dogs Mush through the Sands of New Jersey*, <http://www.newsworks.org/index.php/also-on-nwt/item/33422-01pcdogs> (Feb. 1, 2012).

¹⁸ See Video: *New Jersey Wine*, <http://www.nbcphiladelphia.com/video/#!/the-scene/food-drink/New-Jersey-Wine/142707875> (Mar. 14, 2012).

¹⁹ See Jen Howard, *The Judgment Of Rittenhouse: A Blind Tasting Puts N.J. Wineries to the Test*, <http://www.newsworks.org/index.php/new-jersey-more/item/35074-the-judgment-of-rittenhouse-a-blind-tasting-puts-nj-wineries-to-the-test-> (Mar. 14, 2012).



Collaboration and Support

KPCC and NBC 4 Los Angeles (“LA”) have forged a successful partnership by collaborating on stories where KPCC provides in-depth research while NBC 4 LA gathers sound and other elements to create stories that blend the strength of the two news outlets. The digital teams at both stations regularly interact to optimize the quality and selection of multimedia and other interactive content posted on their respective websites. News executives from both organizations currently are discussing plans for Olympics coverage and new investigations for the rest of 2012.

NBCUniversal supported KPCC by providing producer and talent resources, material acquired in the field, and promotional benefit on both broadcast and web.

Key Projects

This partnership between KPCC and NBC 4 LA has led to a variety of important news collaborations, some of which are discussed below:

▪ Los Angeles Schools Sexual Abuse

- A breaking story regarding a local school teacher arrested on charges of sexually abusing students shaped the beginning of the NBC 4 LA/KPCC partnership. NBC 4 LA and KPCC quickly dedicated resources to look at all aspects of what became a major crisis for the Los Angeles Unified School District (LAUSD), the second largest school district in the country. The investigation unearthed a document that showed that the school district paid the alleged abuser a large amount to agree to retire, including full pension and health benefits.
- NBC 4 LA and KPCC broke the story on their respective stations and websites, leading to calls from California legislators to change state law to make it easier to fire disgraced teachers and make them forfeit pension and health benefits.
- The story broke on NBC 4 LA on February 9, 2012.²⁰ Web versions of the stories were posted simultaneously on NBCLosAngeles.com and the KPCC website.²¹ In

²⁰ See Joel Grover and Chris Henao, *LAUSD Paid Miramonte Teacher to Resign*, <http://www.nbclosangeles.com/news/LAUSD-Miramonte-Elementary-School-Mark-Berndt-139058999.html> (Feb. 9, 2012).

²¹ See Tami Abdollah and Shirley Jahad, *LAUSD Paid \$40,000 to Settle Case with Miramonte Teacher Mark Bernd*, <http://www.scpr.org/blogs/education/2012/02/09/4616/lausd-paid-40000-settle-case-miramonte-teacher-acc/> (Feb 9, 2012).



the days and weeks following this story, NBC 4 LA and KPCC ran at least 10 follow up reports.²² NBC 4 and KPCC continue to cover the story, and follow ups have run as recently as June 28, 2012.²³

■ **Los Angeles Fire Department Response Time**

- NBC 4 LA and KPCC worked together on an exclusive investigation into Los Angeles Fire Department response times. The story broke on February 29, 2012 during the NBC 4 LA 11:00 p.m. newscast²⁴ and the next day on KPCC's talk shows.²⁵ Both news organizations continued to follow up on the story, and coverage continued on NBC 4 LA through May 18, 2012.²⁶

■ **Pope Benedict's Visit to León, Mexico**

- NBC 4 LA shared with KPCC its March 2012 coverage of Pope Benedict's visit to the Mexican city of León. The coverage of the Pope's visit first aired on NBC 4 LA on March 22, at 5:00 p.m. and ran for several days²⁷ and was first carried by KPCC on the same dates.²⁸

²² See, e.g., *EXCLUSIVE: LAUSD Paid Miramonte Teacher to Resign*, <http://www.nbclosangeles.com/video/#!/news/top-stories/video-override/EXCLUSIVE--LAUSD-Paid-Miramonte-Teacher-to-Resign/139070999> (Feb. 10, 2012).

²³ See Kim Baldonado and Bill French, *LAUSD Superintendent "Disheartened" After SB 1530 Dies in Committee*, <http://www.nbclosangeles.com/news/local/Legislature-Kills-Expedited-Teacher-Review-Bill-160641755.html> (Jun. 28, 2012).

²⁴ See Robert Kovacik and John Simerson, *LAFD Deployment Plan Under Fire*, <http://www.nbclosangeles.com/news/local/LAFD-Deployment-Plan-Under-Fire-140979723.html> (Mar. 4, 2012).

²⁵ See *LA Fire Department Response Time Lags After Budget Strain*, <http://www.scpr.org/blogs/news/2012/03/01/4900/lafds-response-time-lags-after-cuts-nbc-la-reports/> (Mar. 1, 2012).

²⁶ See Gordon Tokumatsu and Kristopher Li, *Video: Audit: Up to 20 Seconds Added to Emergency Response Times*, <http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/Audit-Up-to-20-Seconds-Added-to-Emergency-Response-Times/152114345> (May 18, 2012).

²⁷ See *Video: Leon Prepares for the Pope*, <http://www.nbclosangeles.com/video/#!/news/top-stories/video-override/Leon-Prepares-for-the-Pope/144022766> (Mar. 23, 2012); Janet Kwak and Bobbie Eng, *Video: LA Catholics Follow Pope's Trip to Mexico*, <http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/LA-Catholics-Follow-Popes-Trip-to-Mexico/144112836> (Mar. 24, 2012); John Cádiz Klemack, Edwin Calderon, and Sergio LeLevier, *Video: Pope Benedict Sends Message of Peace to Children of Mexico*, <http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/Pope-Benedict-Sends-Message-of-Peace-to-Children-of-Mexico/144126585> (Mar. 24, 2012).

²⁸ See Erika Aguilar, *Mexico Gets a Visit from a Pope for 1st Time in a Decade*, <http://www.scpr.org/news/2012/03/22/31757/pope-benedict-xvi-visit-mexico-three-days/> (Mar. 22, 2012); Jason Beaubien, *Pope Expected to Address Drug Violence in Mexico*, <http://www.scpr.org/news/2012/03/23/31767/pope-expected-to-address-drug-violence-in-mexico/> (Mar. 23, 2012); Erika Aguilar, *Pope Benedict XVI Visits Mexico, Denounces Drug-Related Violence*, <http://www.scpr.org/news/2012/03/23/31780/pope-benedict-xvi-visits-mexico-denounces-drug-rel/> (Mar. 23, 2012).

NBCUniversal Non-Profit News Partners Progress Report

January 28, 2013

Transaction Compliance Report

MB Docket No. 10-56

NBCUniversal Non-Profit News Partnerships

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



To the Federal Communications Commission:

This report provides the information required by Condition XI.5.f of Appendix A (the "Condition") to the *Transaction Order*¹ regarding NBCUniversal's non-profit news partnership arrangements.

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Online Copy

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

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

Background

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

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

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

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

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

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

NBC 4 New York / WNBC and ProPublica

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

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

Collaboration in Practice

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

The nursing home story aired on NBC 4 New York's 5:00 PM newscast on September 13, 2012. At the same time, an Internet-version of the story was published on NBCNewYork.com⁴, where it quickly became one of the most watched and shared stories of that week. The article on the NBCNewYork.com includes a link to the ProPublica database.

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

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

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

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

NBC 5 Chicago / WMAQ and The Chicago Reporter

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

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

Collaboration in Practice

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

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

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

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

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

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

NBC 10 Philadelphia / WCAU and WHYY

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

Collaboration in Practice

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

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

NBC 4 Southern California / KNBC and KPCC

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

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

Collaboration in Practice

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

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

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

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

Comcast PEG Pilot Program Progress Report

July 30, 2012

PEG Pilot Program Status Report

For the period of January 28, 2012 through July 28, 2012

This report describes the progress of Comcast's pilot program to host Public, Educational, and Governmental ("PEG") content on its Video On Demand ("VOD") and On Demand Online ("Online") platforms, consistent with the commitments and benchmarks set forth in Condition XIV.4 of Appendix A (the "Condition") to the Comcast-NBCUniversal Order.¹ Comcast branded this initiative **Project Open Voice** (www.projectopenvoice.com).

Previous progress reports² described how Comcast met each of the following benchmarks:

Benchmark	Deadline	Result
Announce the final location of the five pilot communities	Feb. 28, 2011 ³	Announced the selection of Fresno, CA; Hialeah, FL; Houston, TX; Peterborough, NH; and Philadelphia, PA as the five trial communities. ⁴
Initiate VOD placement of available PEG programming in each PEG pilot community	Oct. 28, 2011 ⁵	Created VOD folders accessible to Comcast video customers in each of the pilot communities, and uploaded content submitted by PEG programmers selected by each community to participate in the trial.

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

² See Letters from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Senior Deputy General Counsel, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56, dated July 28, 2011 and January 30, 2012, respectively. Copies of the reports are also available at www.comcast.com/PEG.

³ See Condition XIV.4.c.i ("within 30 days of the Closing of the Transaction").

⁴ The sixth site —Medford, Massachusetts— participates as a "trial" market that is used by Comcast to develop and test the PEG pilot platforms before rolling them out in the other communities.

⁵ See Condition XIV.4.c.ii ("within nine months of the Closing of the Transaction").



Benchmark	Deadline	Result
Initiate Online placement of available PEG programming in each PEG pilot community through existing or newly created online platforms	Jan. 28, 2012 ⁶	Designed, built, and launched custom websites to act as video streaming portals for PEG and other local content.

Updates on the progress of the platform launch benchmarks are provided in Sections I and II, below.

Comcast is also pleased to report that it has initiated marketing support of the VOD and Online platforms in each community, satisfying the requirement to do so within 18 months of the closing of the Comcast-NBCUniversal transaction (i.e., by July 28, 2012).⁷ As described in Section III, below, Comcast has been working in tandem with each pilot community to promote Project Open Voice.

I. Progress of the PEG VOD Platform

Dedicated Project Open Voice VOD content folders are up and running on the Comcast cable systems serving each of the pilot communities. These folders contain the PEG content selected by the communities for placement on the VOD platform. Each community's VOD content can be refreshed as often as the community or its designated PEG programmers want.⁸

Comcast also created a consistent VOD folder path that is designed to ensure that consumers in the pilot communities can readily find and access the PEG VOD content:

Get Local > [Name of the Project Open Voice Brand Chosen by Each Community] > [Content Folder Name] > [Content Name]

Local Comcast VOD teams continue to work closely with designated PEG content managers to support each city's VOD folder management needs. For example, Comcast assists the city's designated PEG programmers in making sure each video is in a format compatible with Comcast's VOD platform, and once the content files are in the correct format, Comcast uploads the content to the local VOD storage facility.

The communities have made good use of the local VOD folders since the October 2011 launch. As part of the promotional ramp-up for the pilot platforms, Comcast is working with the communities to reorganize their VOD folders to better match the names of content categories and

⁶ See Condition XIV.4.c.iii ("within one year of the Closing of the Transaction").

⁷ See Condition XIV.4.c.iv ("within 18 months of the Closing of the Transaction").

⁸ See January 2012 progress report, *supra* n. 2, at 3.

providers seen on the pilot websites. This approach better aligns VOD with the website brands and allows Comcast video subscribers in the pilot communities to view the most compelling content from the websites on the VOD platform. Additionally, this alignment will allow Comcast to market and promote Project Open Voice as a multi-platform destination for PEG and hyper-local content.

II. Progress of the PEG Online Platform

As reported in the January 2012 progress report,⁹ Comcast successfully launched the beta versions of the pilot websites to distribute PEG and other local content on the Internet. Launched as beta versions in January 2012, development and beta testing of all websites is now complete.

Each website has a unique look and feel in accordance with the brand and theme chosen by the community.¹⁰



The sites act as portals to a mix of traditional PEG material and other hyper-local content selected by the individual partner community. Videos are organized by “channels” created by the community or its authorized content partners. Though the content and layout varies per website, all sites feature community content like announcements, event calendars, and tourism information.

Comcast designed the platforms to make it very easy for a broad array of content providers to register to provide their material for the platform. Each content partner receives access to a video management “dashboard” that allows the partner to upload, maintain, and even

⁹ See *id.* at 3-4.

¹⁰ A website was also created for the Medford trial market (www.madeinmedford.com).

promote its contributions to the site. Content partner registration is free and only requires the completion of an online application form¹¹ and adherence to the Content Partner Guidelines.¹² Access to the content partner dashboard is granted as soon as the third-party website administrator approves the content partner's application. This easy mechanism should produce an even broader array and larger amount of content as word spreads about the benefits of the platform.

As the statistics in Section III (below) demonstrate, the online platforms have been very popular and the launch has been a clear success. As of July 15, 2012, 12 linear PEG content providers and 186 other content partners in the pilot communities have created streaming channels for PEG or other hyper-local content on the websites. These content providers have collectively uploaded more than 1,145 streaming videos to the Project Open Voice websites since the January 2012 beta test launch.

Site Content Highlights

Below are some content highlights from each of the pilot communities' websites:

Gotta Love Fresno

Gotta Love Fresno is the leading platform for Swede Fest (<http://www.gottalovefresno.com/swedefest>), a local festival dedicated to low-budget movie remaking. In addition, Fresno Mayor Ashley Swarengin suggested that the Fresno website include a Visiting Fresno section (<http://www.gottalovefresno.com/visitfresno>) for tourism. This idea caught on, so the Project Open Voice team included a tourism section on the other pilot community websites.

¡Yo Soy! Hialeah

The City of Hialeah is driving the strategy behind getting the word out about Yo Soy Hialeah. The City is currently launching a youth initiative to empower young residents to put their stories to video. Yo Soy Hialeah will be the official platform for the city in this effort.

Houston's Voice

The local Houston management agency runs regular workshops on creating video and marketing. One partner, CultureMap (<http://houstonvoice.com/?partner=CultureMap-Hidden+Houston>), uses Houston's Voice as a destination to discover local cultural happenings.

Philly in Focus

The Greater Philadelphia Cultural Alliance (<http://www.phillyinfocus.com/channel/philaculture/>), an umbrella arts

¹¹ See, e.g., www.gottalovefresno.com/partnersignup/.

¹² The Content Partners Guidelines can be found at <http://www.projectopenvoice.com/content-partner-guidelines/>.

organization, uses Philly In Focus as an outlet not only for its videos, but also for its members. Also, the City of Philadelphia's various offices use the platform for hosting everything from press announcements to a concert featuring renowned hip-hop artist Jay-Z.

Local Look Peterborough

Local businesses and the Greater Peterborough Chamber of Commerce (<http://www.locallookpeterborough.com/chamberofcommerce>) participate in regularly held “birds-of-a-feather” workshops that show local groups how to use video to share their stories. The products of these workshops are often uploaded to the website, and they help add valuable content that other community members can then access.

III. Marketing Support for Project Open Voice

As detailed in the attached Exhibit, Comcast has already committed significant resources to promote awareness of the pilot platforms. From hosting launch events, to implementing strategies developed by advertising agencies with local expertise, Comcast has provided the funding and logistical support required to develop effective communication strategies for each test market.

Community Relations and Content Partner Support

Project Open Voice's marketing efforts have primarily focused on attracting PEG providers and other local sources to serve as content partners to both the VOD and Online platforms. As discussed above, these direct outreach and communication efforts have encouraged 198 content partners to sign up for the Online platforms, a significant benchmark considering that the average content provider targeted by the pilot program is typically a small producer with limited resources to generate content. Other metrics point to the early success of the marketing strategy. Project Open Voice and the local websites have:

- Collectively received more than 75,000 unique visitors.
- Achieved a rate of nearly 50% of visitors returning to a selected Project Open Voice site within one week.
- Tapped into a network of nearly 1 million people, which includes the total number of web, e-mail, and social media connections of the 198 content partners.
- Gained a social media following of nearly half a million people outside of the Project Open Voice network.¹³



¹³ This includes the Facebook “Friends of Friends” metric, which is a standard data point in the Facebook Insights analytics platform.

Additional Strategies to Promote Awareness

Comcast engaged advertising agencies in each pilot market and tasked them with advising the communities on promoting awareness of the Project Open Voice websites. Project Open Voice team members hold bi-weekly calls with each local advertising agency to review marketing and performance progress, and they regularly visit each market to meet with both local agencies and content partners. The Comcast team also holds monthly calls during which the agencies and content partners speak directly to each other and can share ideas, challenges, and successes.

In the coming months, Comcast will implement a five-tier marketing strategy including the following components:

Strategy	Objectives
Continued Community Relations	<ul style="list-style-type: none">▪ Establish marketing partners in each pilot community.
Expanded Social Media	<ul style="list-style-type: none">▪ Focus on the use of Facebook, Twitter and YouTube.
Mobile Solutions	<ul style="list-style-type: none">▪ Optimize all websites for viewing on smartphones and tablets.▪ Leverage location-based tools like “QR” codes to direct users to Project Open Voice content.
Search Engine Optimization & Marketing (SEO/SEM)	<ul style="list-style-type: none">▪ Promote consistency and best practices in the use of search terms and other SEO strategies across all markets.
Strategic Support	<ul style="list-style-type: none">▪ Leverage word-of-mouth through partner networks.▪ Drive cross-promotion on Comcast-NBCUniversal platforms (see below).

Cross-Promotion on Comcast Platforms

Comcast will continue to use existing media venues to cross-promote both the VOD and Online aspects of the program. Examples of these efforts to date include:

Syndication to Xfinity.com

Starting with the Philadelphia market, Comcast is currently experimenting with ways to feed video content from the Philly in Focus website to the local section of Xfinity.com (<http://xfinity.comcast.net/local/>).

Telescoping Ads for VOD

Comcast is working with its National Fulfillment Center to run promotional spots on local networks. Each spot will give a local brand overview and use telescoping technology to drive viewers directly to VOD.



Cross-syndication with Everyblock from NBCNews.com

EveryBlock (www.everyblock.com), an NBCNews.com property, is a combination of many different types of local news —from public records like crime reports, to neighbor discussions, to photos people have taken in their neighborhoods. Beginning with Philadelphia, Everyblock will run geo-targeted video content supplied by the local Project Open Voice website.



Project Open Voice Launch Event Summary

Pilot Market	Launch Press Conference Details	Marketing Plan Highlights
Houston, TX	<ul style="list-style-type: none"> Held on Feb. 28, 2012 at Houston City Hall with Mayor Annise Parker in attendance. English and Spanish-language media covered the event, including the <i>Houston Chronicle</i>.¹ Mayor Parker introduced project and answered all questions. 	<ul style="list-style-type: none"> Regular contests held for video content. Users can sign up for a weekly e-mail newsletter to learn of new videos and upcoming events.
Fresno, CA	<ul style="list-style-type: none"> Held on Mar. 20, 2012 in downtown Fresno. Event featured an on-site content partner showcase with providers displaying their channels on laptops for attendees. Mayor Ashley Swearengin met with the content partners for nearly an hour. Earned media coverage included KSEE 24 News.² 	<ul style="list-style-type: none"> Social media is a specialty of the Fresno marketing agency (e.g., Tweet Ups feature local bands). The website encourages visitors to record themselves “talking up” Fresno. Regular highlights of new and existing content are featured on the site, VOD, and through regular e-mail updates to users.
Philadelphia, PA	<ul style="list-style-type: none"> Held on Apr. 3, 2012 at PhillyCAM (Philadelphia Community Access Media) with Mayor Michael Nutter in attendance. Event featured an on-site content partner showcase with providers displaying their channels on laptops for attendees. Earned media coverage by <i>The Philadelphia Tribune</i>, NBC 10 Philadelphia, CBS 3 Philadelphia, and several local websites.³ 	<ul style="list-style-type: none"> Philadelphia team led the concept of a content partner toolkit, which includes a publisher’s handbook and best practices. Tutorials provide best practices to content partners. Leverages community connections to spread the word about partner organizations.
Hialeah, FL	<ul style="list-style-type: none"> Held on April 5, 2012 at the Walker Community Center with Mayor Carlos Hernandez in attendance. Event featured an on-site content partner showcase with providers displaying their channels on laptops for attendees. Earned media coverage by all the major local television stations, including Univision 23, Telemundo 51, CBS 4, and NBC 6. <i>El Nuevo Herald</i> also covered the event.⁴ 	<ul style="list-style-type: none"> Conduct roundtable discussions on topics ranging from social media practices to business communication strategies. Exploring several possibilities for content partnerships with community newspapers. Working closely with the City of Hialeah on unique marketing opportunities, such as inserts in utility bills.
Peterborough, NH	<ul style="list-style-type: none"> Held on July 23, 2012 in Downtown Peterborough with two members of the town’s Board of Selectmen and city staff in attendance. Event included all of the content partners. 	<ul style="list-style-type: none"> Site built out with a variety of creative content, since it is a small rural market with a very active arts community. Partnerships with local theaters, galleries, and museums to help spread the word about the site.

¹ See Chris Moran, *Houston Gets Its Own Internet Channel*, <http://www.chron.com/news/houston-texas/article/Houston-gets-its-own-web-channel-3365408.php> (Feb. 27, 2012).

² See KSee News: *Mayor Helps Kick Off 'Gotta Love Fresno' Website*, <http://www.ksee24.com/news/local/Mayor-Helps-Kick-Off-Gotta-Love-Fresno-Website-143538866.html> (Mar. 20, 2012).

³ See, e.g., Ayana Jones, *Online Video Service Puts Philly In Focus*, <http://www.phillytrib.com/newsarticles/item/3555-online-video-service-puts-philly-in-focus.html> (Apr. 6, 2012); Lou Dubois, *Philadelphia Launches Local, Community-Driven Video Site*, <http://www.nbcphiladelphia.com/news/tech/Philadelphia-Launches-Local-Community-Driven-Video-Site-145979995.html>; John Ostapovich, *Comcast Making Philadelphia’s Public Access Programming More Widely Available*, <http://philadelphia.cbslocal.com/2012/04/03/comcast-making-philadelphias-public-access-programming-more-widely-available/> (Apr. 3, 2012).

⁴ See Enrique Flor, *Hernández Anuncia Website Dedicado a Hialeah*, <http://www.elnuevoherald.com/2012/04/09/1173685/hernandez-anuncia-website-dedicado.html> (Apr. 9, 2012).

Comcast PEG Pilot Program Progress Report

January 28, 2013

Transaction Compliance Report

MB Docket No. 10-56

PEG Pilot Program Update

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



To the Federal Communications Commission:

This report describes the progress of Project Open Voice¹, Comcast's pilot program to host Public, Educational, and Governmental ("PEG") content on its Video On Demand ("VOD") and newly created Online platforms, consistent with the commitments and benchmarks set forth in Condition XIV.4 of Appendix A (the "Condition") to the *Transaction Order*.²

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Online Copy

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

¹ See www.projectopenvoice.com.

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

Summary of Key Milestones

Now in its second year, Project Open Voice continues to work with the pilot communities to evaluate the performance of the VOD and Online platforms launched in October 2011 and January 2012, respectively. Previous progress reports³ described how Comcast met each of the following milestones required by the Condition:

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

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

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

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

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

Progress of the VOD Pilot Platform

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

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

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

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

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

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

Progress of the Online Pilot Platform

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

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

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

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

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

Marketing Support Update

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

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

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

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

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

User Experience Surveys

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

Specific information about the surveys is detailed below.

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

Key findings gleaned from survey responses include:

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

Changes Under Consideration

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

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