As we’ve grown to become a leader in media and technology, diversity and inclusion fuel our success by helping us reflect the communities we serve, and this has proven to be our foundation for innovation.
“Comcast is built on entrepreneurialism, innovation and integrity, where people are passionate about our customers and about achieving success together.”

Ralph Roberts
Founder of Comcast

Innovation is a word we see and hear everywhere today, but long before it was a buzzword, it was Ralph’s word. Innovation is part of our legacy, and it is a cornerstone of the core values on which our company was founded in 1963.

Across Comcast NBCUniversal, diversity and inclusion bring us together and tie us directly to our customers and audiences. We innovate on their behalf, and we do so because they are our friends, our families, and our neighbors.

Diversity and inclusion are essential to innovation, and are possible because of the incredible people we have working at Comcast NBCUniversal. We know that great ideas — ones that will truly anticipate our customers’ desires and inspire our audiences — are most enlightened when there is collaboration among people with different viewpoints in a business environment that consistently makes everyone feel that their voice is heard. This is how we’ve been successful throughout our company’s history, and we know it will be our competitive advantage in the future.

When our company reflects our customers and communities, amazing things happen. We create opportunities for minority-owned, women-owned, and other diverse businesses, and we invest in job creation through our support of minority entrepreneurs. We also invest in programs and organizations that strengthen our communities, in order to build our next generation of leaders.

We work towards serving our customers in new ways every day. We want to ensure that all people see themselves in the rich content we offer across multiple platforms, and in our diversity in front of, and behind, the camera. We do this because our customers fuel our innovation. And when we, through content and technology, connect directly with the communities and audiences we serve, everyone benefits.

This year marks the five-year anniversary of our voluntary diversity commitments stemming from the NBCUniversal transaction. Along with this milestone, we are celebrating the fact that entrepreneurialism, passion, diversity, and inclusion have always been — and will always be — the foundation for our innovation.
Our employees are the foundation for our success. It is their unique voices and visions that spur our innovations. We work every day, as a team, to anticipate the evolving needs of our customers and audiences, in order to provide the technological solutions, content, and entertainment they seek.

To reflect the communities we serve, our aspiration is to have 33% people of color and 50% women across all levels of our workforce.

By year-end 2015 (YE 2015), there was significant diversity within Comcast NBCUniversal’s overall workforce and new hires. Total diversity indicates women and people of color (POC), without double counting women of color.

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“Our workforce

“Creating a diverse workplace is a business imperative. In a creative and innovative culture, you need a diversity of backgrounds, ideas, voices, and passions to find the best solutions and ensure the most success.”

Michelle Hord-White | Vice President, Talent Acquisition & Campus Programs, NBCUniversal

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Our Foundation for Innovation

OUR WORKFORCE

We have made progress in increasing our workforce diversity at every level of our company. The number of people of color at the Vice President level and above (VP+), Director level, and Manager level each increased by more than 50% between YE 2010 and YE 2015, and the number of women at each of these levels increased by more than 35%. We look forward to continuing to grow our diverse leadership across the company to reflect the communities we serve.

"NBCUniversal continues to diversify its workforce and invest heavily in leadership development programs across the company. We are committed to creating solutions for overcoming some of the traditional barriers that underrepresented and diverse voices encounter in our industry."

Craig Robinson
Executive Vice President and Chief Diversity Officer, NBCUniversal

Comcast NBCUniversal’s Leadership at a Glance YE 2015

GROWING DIVERSE LEADERS: Our Five-Year Growth YE 2010 - YE 2015

Numerical Growth at VP+ Level

Total Diversity: 57%
- Native American: 14%
- White, Non-Hispanic: 18%
- Men: 19%
- Women: 36%
- African American: 40%
- Hispanic: 42%
- People of Color: 54%
- Asian American: 74%
- Two or More Races: 263%

Numerical Growth at Director Level

Total Diversity: 49%
- Native American: 11%
- White, Non-Hispanic: 32%
- Women: 40%
- Men: 41%
- African American: 33%
- Hispanic: 84%
- People of Color: 75%
- Asian American: 85%
- Two or More Races: 408%

Numerical Growth at Manager Level

Total Diversity: 46%
- Native American: 34%
- White, Non-Hispanic: 33%
- Women: 38%
- Men: 45%
- African American: 49%
- Hispanic: 42%
- People of Color: 61%
- Asian American: 85%
- Two or More Races: 403%
Partners in Pursuit of Innovation

We believe that our products and services should be available for all people to enjoy, and we relentlessly pursue new ways to make our offerings accessible to all of our customers.

Our innovations don’t just provide customers with new ways to access thousands of shows and movies available through our X1 platform; they help empower people to achieve enhanced levels of independence. Comcast revolutionized the way blind and visually impaired customers navigate their television experience by launching the industry’s first Talking Guide in 2014, and the Voice Control Remote in 2015. We haven’t stopped innovating our groundbreaking X1 platform since.

Thanks in part to partnerships with the Unidos and MyAbilities Network ERGs, Comcast’s Accessibility and Xfinity Multicultural Consumer Services teams gained valuable insight into how we can help audiences enjoy our offerings like never before with our voice-enabled television user interface. In September 2015, Comcast unveiled X1 En Español, a first-ever Spanish-language television interface, opening up new worlds of possibility for our Hispanic customers. When the X1 interface is set to Spanish, the Voice Control Remote also recognizes commands in Spanish. This innovation offers Spanish-speaking customers greater flexibility to watch their favorite programming and discover new content, and continues to change the game for customers with disabilities and literacy challenges.

Standing Side by Side with Our Military Members, Spouses, and Partners

Whether they’re veterans, National Guard members, reservists, or military spouses, members of the military community are vital to the Comcast NBCUniversal family and we are proud to support them.

As part of our military commitment, Comcast NBCUniversal created an Office of Military and Veteran Affairs in 2015. This team, led by retired Brigadier General Carol Eggert, is focused on how we achieve our hiring goals, as we provide our military employees and customers with benefits that meet the unique needs of their lifestyle.

Recognizing the value that military members and their families bring to our workforce is a longstanding tradition within our company. Many of our senior executives are veterans, including Comcast Cable’s Chief Executive Officer and two members of our Board of Directors. We also benefit from having veteran-owned businesses in our supply chain and are proud of our partnerships with veteran-serving nonprofit organizations.

Between 2012 and 2014, Comcast NBCUniversal hired approximately 3,500 veterans in various positions across the company, exceeding our initial military hiring goals set as part of our ongoing partnership with The U.S. Chamber of Commerce Foundation’s “Hiring Our Heroes” initiative. In 2015, we made an additional 2,400 military hires, representing a big step towards reaching our stated goal of 10,000 military hires between 2015 and YE 2017.

Employee Resource Group members celebrating at the annual ERG kick-off event.

Comcast NBCUniversal VetNet members march in the NYC Veterans Day Parade.
When Duty Calls in Our Backyard

As a member of the National Guard, the call to duty can come at any time, to go anywhere. But when duty calls in your own state, serving one’s country becomes very personal. That’s what happened to native Michigander Kyle Woodard, a Comcast Field Operations Installation and Service Communications Technician, and member of the National Guard. In 2015, Woodard received orders to help the people of Flint, Michigan, during the water crisis hitting the community.

“As soon as I heard that the Guard was going to be assisting in Flint, I jumped at the opportunity to accept my orders and serve the people of my state,” said Woodard. “I’m very grateful to help my fellow citizens and do the duty I joined the Guard to perform.”

Comcast NBCUniversal shares Woodard’s commitment, and that’s why the company supports employees who go above and beyond for their country. To help, Comcast offers its National Guard and Reserve members 15 days of paid time off to complete their training requirements. If deployed, the company makes up the difference between the employee’s base military pay and what they make at Comcast and continues to provide benefits, including health care, 401K, courtesy services, and other support for up to three years. “This commitment has made a huge difference in the lives of our employees who serve,” Woodard said.

To facilitate and support seamless transitions to and from their military service, Comcast established dedicated Human Resources staff to provide concierge service to support National Guard and Reserve employees, their families, and their supervisors.

“Comcast NBCUniversal is committed to supporting the local communities that our company, our employees, and our customers call home. Recognizing the urgent needs of the Flint community, nearly 140 local Comcast volunteers turned out to help provide water, water filters, water testing kits, and other materials to residents impacted by the water crisis. “These acts demonstrate that the company truly cares about the community,” Woodard shared. “With Comcast also providing relief in Flint, I am even more proud to be an employee.”

Comcast NBCUniversal volunteers in action, as they support the Flint community during the water crisis.
Diverse Businesses Delivering Innovative Solutions

12

Our Foundation for Innovation

13

Making an Impact, Making History for Supplier Diversity

When our decision to do what’s right for our business becomes an opportunity for diverse businesses, we are thrilled. Sharing best practices and assisting others is how Comcast NBCUniversal defines leadership. That’s why we were honored to become the first media and technology company inducted into the Billion Dollar Roundtable in August 2015.

Created in 2001 and united by a vision to lead, influence, and shape supplier diversity excellence globally, the Billion Dollar Roundtable is a prestigious corporate advocacy organization that celebrates companies that achieve spending of at least $1 billion with minority-owned and women-owned suppliers.

Our multi-billion dollar spend with diverse businesses during the past five years was a direct result of Comcast NBCUniversal’s culture of diversity and inclusion and our supplier diversity team’s commitment to creating opportunities for diverse companies to compete — and win — a place in our supply chain. Our supplier diversity team creates opportunities for, and partners with, not only minority- and women-owned businesses, but also veteran-, LGBT-, and disability-owned businesses. All of these diverse businesses bring value to our supply chain and have a direct and positive impact on our culture of inclusion.

“Our suppliers

“We’ve made the commitment to build upon, and expand, our dynamic supplier diversity program. This benefits our business and has a major impact on the businesses that we partner with every day.”

Jennifer Yohe Wagner | Senior Vice President, Procurement, Comcast Cable

OUR SUPPLIERS

< FROM LEFT: Jennifer Yohe Wagner, Senior Vice President, Procurement, Comcast Cable; Kristina Chang, Director, Procurement, Comcast Cable; Keith Sheeks, Senior Director, Procurement, Comcast Cable and NBCUniversal

Peter Kiriacoulacos, Executive Vice President and Chief Procurement Officer, Comcast Cable and NBCUniversal, and Ajamu Johnson, Executive Director, Supplier Diversity & Strategic Procurement, Comcast Cable and NBCUniversal, accepting the Billion Dollar Roundtable Award on behalf of the company.
Cumulative Diverse Spend
Comcast NBCUniversal’s spending with diverse suppliers has grown significantly over the past five years, with corresponding increases in spend with minority-owned business enterprises (MBEs) and women-owned business enterprises (WBEs). Diverse Tier II spend reported by prime suppliers also increased substantially since the company began this program in 2012.

**OUR SUPPLIERS**

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<th>Tier I</th>
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<td>Total Diverse Spend*</td>
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<td>Tier II</td>
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<td>Total MBE Spend*</td>
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<td>5-Year Growth</td>
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<td>Total WBE Spend*</td>
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<td>5-Year Growth</td>
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<td>Reported Tier II</td>
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<td>5-Year Growth</td>
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*Firms that are owned by minority women are included in both Total MBE and Total WBE.

**FROM FIRST BASES TO OFFICE SPACES:**
A Professional Baseball Player Reinvents His Career as a Furniture Supplier

The way we work has changed dramatically. As we innovate the world of media and technology, we are also reinventing our work environment. Furnishing the workplace of the future requires partnering with an innovator, and Comcast NBCUniversal found just that in furniture supplier A. Pomerantz & Co., owned by former Philadelphia Phillies centerfielder Garry Maddox.

After retiring from baseball in 1986 with a prized collection of eight Gold Glove Awards (1975-1982), Garry Maddox traded the field for the classroom to pursue a passion for business and learning. By 1995, he assumed majority ownership of A. Pomerantz & Co., a furniture company with roots that traced back to 1888. Maddox, an African American and a Vietnam Army veteran, brings the same skills that made him a champion baseball player to the business world.

“You have to always be learning, and that includes learning how to take advantage of opportunities in front of you,” said Maddox, who partners with leading furniture company Steelcase as an authorized distributor.

His mission — and the mantra of A. Pomerantz & Co. — is to help companies attract customers and retain talented people through a workplace environment that energizes and inspires them.

“There have been drastic changes to the workforce and the way we work in recent years. You can’t be afraid of change, but you also have to think about the impact change will have on people.

For instance, you need to think about what an introvert might need in an open workspace to be productive,” Maddox shared. “We need to offer solutions for everyone.”

Maddox’s commitment and focus extend beyond business to the world of philanthropy, where he applies the same innovative business practices on which he’s built his career to help school children. Through his Compeer 360 organization, Maddox brings the principles of design thinking to kids and helps them solve complex problems in their schools. “The opportunity to learn is everything,” Maddox said, “and access is the key.”

Because of Maddox’s leadership, A. Pomerantz & Co.’s impact on Comcast NBCUniversal is visible at Comcast headquarters in Philadelphia, the Comcast Building at 30 Rockefeller Plaza in New York City, and our Universal Studios lot in Hollywood, California. Equally visible is our company’s impact on his business, which has expanded operations to meet demand.
Investing in Tomorrow’s Disrupters

Comcast Ventures’ $20 million Catalyst Fund offers impactful opportunities for diverse entrepreneurs with innovative ideas and solutions. Since 2011, the Fund has made direct investments in 12 early-stage ventures with minority founders, including seven with female founders or co-founders. The Catalyst Fund successfully sponsored 37 minority-led startups in partnership with a leading startup accelerator, through which participating companies gained access to mentors, special events, and advisors with a particular interest in increasing the number of successful minority-led startups.

In addition to making investments, we are actively identifying opportunities for Catalyst Fund portfolio startup companies to work directly with Comcast NBCUniversal, when possible, as a service provider, distribution partner, and customer.

Catalyst Fund Supported Companies

- **58%**
  - Seven of the 12 direct investments have at least one female founder

- **50%**
  - Six of the 12 direct investments have at least one African American founder

- **33%**
  - Four of the 12 direct investments have at least one Hispanic founder

- **25%**
  - Three of the 12 direct investments have at least one Asian American founder

MANUFACTURING SUCCESS: How One Startup is Changing the Face of an Industry

**MAKER’S ROW**, an online marketplace that connects American manufacturers with small, medium-sized, and product-based businesses, is changing the face of manufacturing. Now women — who make up 65% of the Maker’s Row online community — are innovating in an industry that has widely been considered male-dominated.

The idea for Maker’s Row came about like many other startups do — entrepreneurs Matthew Burnett and Tanya Menendez found a simple solution to a complicated problem. Burnett was having trouble finding an affordable and reliable domestic manufacturer for his watch company. He wanted to find a way to make the manufacturing process simple to understand and easy to access.

With the help of Menendez, then an analyst at Goldman Sachs, the idea for Maker’s Row was born. With this idea came the need for investors. The two met William Crowder, Venture Advisor for Comcast’s Catalyst Fund, at a LATISM (Latinas in Social Media) event at SXSW in 2015. Maker’s Row stood out to Crowder as a unique idea for an innovative company with a clear focus on diversity.

In return, Burnett and Menendez saw the value a company like Comcast could bring to their startup. “We are looking to change the face of manufacturing,” said Menendez. “Comcast is a true strategic partner for us because they understand the manufacturing industry. We were finding that this wasn’t something many investors fully understood.”

Maker’s Row aims to have a workforce that reflects the diversity of its customers, an objective that is also important to Comcast. In addition to a large number of women business owners, over 28% of the online community that Maker’s Row serves identify as African American, Hispanic, or Asian American. Maker’s Row is able to appeal to a much more diverse group of entrepreneurs because the barrier to entry for first-time entrepreneurs is much lower than before.

“One thing that we’ve done is democratize manufacturing means that people with access to the Internet can now create products,” Burnett said. “Our site has become a great equalizer for an industry that has historically had a very high barrier to entry.”

One product that Maker’s Row is especially proud of is Lotsa Brave People, created by female entrepreneur Cary Hanosek. Hanosek’s daughter was diagnosed with a rare kind of epilepsy and undergoes weekly infusions. Because Hanosek knew this would be a life-long disease, she wanted to find a way to keep her daughter from always feeling like a patient. She created comfortable clothing to allow for tubing management and key access points, so that nurses and medical providers could easily administer treatment. As a first-time entrepreneur, Hanosek would not have had easy access to a manufacturer without Marker’s Row.

Comcast is proud to invest in a company that makes it simple for people like Hanosek to pursue their dreams and make other people’s lives better.
Our viewers have shown a high demand for our XFINITY On Demand multicultural programming. As a result, we have experienced amazing growth. During the 2014-2015 broadcast season, XFINITY On Demand featured thousands of entertainment choices, including 700 full-season stacked series that provided customers access to the entire season at the same time.

In 2015, the XFINITY On Demand and Online platforms offered nearly 12,000 combined hours of diverse content, an increase of 70% over 2014 and nearly 1,200% over 2010.

“We are committed to providing our customers with diverse programming and multiple choices to discover and enjoy their favorite content.”

Javier Garcia  |  Senior Vice President, Multicultural, Comcast Cable

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Diverse Programming is In Demand, On Demand

With On Demand consumption rapidly growing, so is the viewer’s desire for programming that showcases diversity. In fact, diverse shows dominated the 2015 Top 20 Most Watched Shows on XFINITY On Demand.

USA’s “Mr. Robot” made the list and also ranked as Entertainment Weekly’s Best New TV Series of 2015, with the show’s creator, Sam Esmail, and the lead actor of the series, Rami Malek, both of Egyptian descent. The psychological thriller, which follows a young computer programmer who works in cybersecurity by day and as a vigilante hacker by night, was July’s number one basic cable series across XFINITY On Demand platforms.

The show generated over 4.4 million total digital engagements, more than all current cable dramas in their first season, on USANetwork.com, WhoIsMrRobot.com, and social media: Facebook, Twitter, Instagram, YouTube, Tumblr, and Google+.*

*For the time period June 8 – August 2, 2015, compared to all cable drama programs in their first seasons.

WINNER OF THREE PRESTIGIOUS AWARDS:
• 75th Annual Peabody Award – Entertainment & Children’s Programming
• 2016 Golden Globe for Best Television Series – Drama
• 2016 Golden Globe for Best Performance by an Actor in a Supporting Role – Mini-Series or Motion Picture

Expanding Options Across Platforms

Comcast expanded the quantity and quality of diverse programming available on our XFINITY platforms.

Total Diverse On Demand Hours

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Diverse On Demand Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>275</td>
</tr>
<tr>
<td>2011</td>
<td>904</td>
</tr>
<tr>
<td>2012</td>
<td>1,048</td>
</tr>
<tr>
<td>2013</td>
<td>2,100</td>
</tr>
<tr>
<td>2014</td>
<td>3,220</td>
</tr>
<tr>
<td>2015</td>
<td>4,855</td>
</tr>
</tbody>
</table>

1,195% 5-Year Growth

Total Diverse Online Hours

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Diverse Online Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>566</td>
</tr>
<tr>
<td>2011</td>
<td>971</td>
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<tr>
<td>2012</td>
<td>867</td>
</tr>
<tr>
<td>2013</td>
<td>1,565</td>
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<td>2014</td>
<td>3,714</td>
</tr>
<tr>
<td>2015</td>
<td>7,110</td>
</tr>
</tbody>
</table>

1,156% 5-Year Growth

Total Diverse Subscriber Network Instances*

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Diverse Subscriber Network Instances*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>203</td>
</tr>
<tr>
<td>2011</td>
<td>235</td>
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<tr>
<td>2012</td>
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<td>2013</td>
<td>380</td>
</tr>
<tr>
<td>2014</td>
<td>401</td>
</tr>
<tr>
<td>2015</td>
<td>403</td>
</tr>
</tbody>
</table>

99% 5-Year Growth

*Subscriber Network Instances are defined as the number of networks that subscribers have as part of their programming packages. For example, if a subscriber has a Hispanic programming tier with 40 channels, that would count as 40 Subscriber Network Instances.
Diversity On Air and Behind the Camera

Viewers are empowered when they see themselves on the screen and in our programming, which is why we strive to have diversity On Air and Behind the Camera for authentic news and entertainment programming.

On-Air Diversity YE 2015

- **NBC Primetime Scripted Series**
  - People of Color: 37%
  - Women: 38%

- **NBC-Owned Television Stations**
  - People of Color: 46%
  - Women: 49%

- **NBC News Group (NBC News, MSNBC & CNBC)**
  - People of Color: 31%
  - Women: 45%

Behind the Camera Diversity YE 2015

- **NBC Primetime Scripted Series***
  - People of Color: 22%
  - Women: 27%

- **NBC-Owned Television Stations**
  - People of Color: 34%
  - Women: 52%

- **NBC News Group (NBC News, MSNBC & CNBC)**
  - People of Color: 23%
  - Women: 56%

*Cultivating Diverse Voices*

NBCUniversal expanded the number of minorities In Front Of and Behind the Camera. The number of people of color increased at a greater rate than whites across several key programming units from YE 2010 - YE 2015.

Numerical Growth of Ethnic Diversity Compared to Whites Across Key Programming Units YE 2010 - YE 2015

- **NBC News Group (NBC News, MSNBC & CNBC)**
  - On Air People of Color: 44% (Increase: 14%)
  - Behind the Camera People of Color: 48% (Increase: 14%)

- **NBC Primetime Scripted On Air**
  - People of Color: 30% (Increase: 62%)
  - White, Non-Hispanic: 40% (Increase: 62%)

- **NBC Primetime Scripted Behind the Camera**
  - People of Color: 37% (Increase: 62%)
  - White, Non-Hispanic: 11% (Increase: 62%)
Diversity In Front of and Behind the Camera is driving results at Universal Pictures and Focus Features. In 2015, the studios released a number of groundbreaking films written and directed by women and people of color, and audiences all over the world responded through tremendous turnouts. *Fifty Shades of Grey* was the highest-grossing live-action opening ever by a female director and has grossed more than $570 million at the global box office to date. A trio of women worked to adapt the bestselling book and global phenomenon to film: director Samantha Taylor-Johnson, screenwriter Kelly Marcel, and producer E. L. James, who authored the trilogy.

Breaking the record for highest-grossing live-action film musical opening was *Pitch Perfect 2*, directed by Elizabeth Banks and written by Kay Cannon. The follow up to 2012’s smash hit out-grossed the domestic lifetime total of *Pitch Perfect* ($65 million) in its first weekend.

Breakout comedic star Amy Schumer wrote and starred in the R-rated comedy *Trainwreck*, which grossed more than $110 million at the domestic box office.

Focus Features also saw women have big impacts In Front Of and Behind the Camera. *Suffragette* starred Carey Mulligan, Helena Bonham Carter, and Meryl Streep as early women’s rights activists. It was directed by Sarah Gavron from an original screenplay by Abi Morgan, and was produced by Alison Owen and Faye Ward.

*The Danish Girl*, with a screenplay by Lucinda Coxon, told the remarkable love story of transgender pioneer Lili Elbe and her wife Gerda Wegener; portraying Gerda, Alicia Vikander won the Academy Award for Best Supporting Actress. Universal’s acclaimed *Straight Outta Compton* reached $200 million at the worldwide box office — the seventh Universal title to reach this milestone in 2015. The film, which starred O’Shea Jackson Jr. as Ice Cube, Corey Hawkins as Dr. Dre, Jason Mitchell as Eazy-E, and Neil Brown Jr. as DJ Yella, posted the biggest R-rated August opening ever and held the top spot at the domestic box office for three weeks in a row. Additionally, it became the highest-grossing music biopic of all time, topping the record held by *Walk the Line*, and it became the highest-grossing film in history from an African American director, F. Gary Gray.

Recognition and praise for *Straight Outta Compton* reached far beyond its box office success. The African American Film Critics Association (AAFCA) voted *Straight Outta Compton* its Top Film of 2015, and the movie earned additional AAFCA awards for Best Ensemble and Best Supporting Actor (Jason Mitchell). It was also granted the Film of the Year Award from the American Black Film Festival, and NAACP Image Awards for Best Picture and Best Supporting Actor.

The highest-grossing franchise in Universal Pictures’ history is *Fast & Furious*, with more than $3.9 billion in worldwide revenue for the seven films in the series. In April 2015, *Furious 7* had a big opening weekend driven by Hispanic moviegoers, who accounted for 37% of the total opening weekend audience. The film was directed by Malaysian-born Australian film director James Wan and featured diverse actors, including: Vin Diesel, Michelle Rodriguez, Tyrese Gibson, Ludacris, and Jordana Brewster.
On December 3, 2015, NBC brought the thrill of live theater to people across the country with “The Wiz Live!” which featured an all-star African American cast and director. The show was viewed by nearly 14 million viewers and the modern take on the beloved musical touched the hearts of viewers nationwide.

The classic themes of courage and strength in “The Wiz Live!” rang true to many of the show’s viewers, especially within the African American community. The production’s personification of “Black Excellence” took viewers back to the very first time they were introduced to the timeless story, and it received critical recognition at the 47th NAACP Image Awards for Outstanding Television Movie and Outstanding Actor in a Television Movie, which went to David Alan Grier for his portrayal of the Cowardly Lion.

“The Wiz Live!” also resonated with viewers via social media, breaking Nielsen Twitter records with more than 129 million impressions and 1.6 million tweets while on the air. At the time of the broadcast, it was the most tweeted-about special program (excluding awards shows and political events) since Nielsen Social began tracking Twitter TV activity.

“The Wiz Live!” also made television history by becoming the first live broadcast entertainment program in the U.S. to be accessible to people with a visual disability. Comcast NBCUniversal included visual descriptions throughout the production, as well as a narration track between the natural pauses in the dialogue to explain the action that was happening on screen. This collaboration allowed people with visual disabilities to enjoy a unique, enhanced viewing experience unlike ever before.

INNOVATING A CLASSIC FOR NEW AUDIENCES:

“The Wiz Live!” Makes History

129M+
Impressions
via Twitter

1.6M
Tweets
On the Air

“Our Wiz Live!” also made television history by becoming the first live broadcast entertainment program in the U.S. to be accessible to people with a visual disability. Comcast NBCUniversal included visual descriptions throughout the production, as well as a narration track between the natural pauses in the dialogue to explain the action that was happening on screen. This collaboration allowed people with visual disabilities to enjoy a unique, enhanced viewing experience unlike ever before.
LAUNCHING FUTURE STARS:
A Platform for Asian Pacific American Talent to Take Off

As part of our commitment to develop diverse talent, Comcast NBCUniversal proudly partnered with Justin Lin’s nonprofit organization YouOffendMeYouOffendMyFamily.com (YOMYOMF) and its “The Interpretations Initiative.” This is an initiative to develop aspiring Asian Pacific American filmmakers through a short film contest, mentoring, and project development. Lin, who directed films in the Fast & Furious franchise, is the driving force and YOMYOMF’s founder. As part of the partnership, Comcast NBCUniversal plans to distribute winning content across multiple platforms, as well as behind-the-scenes footage, shining the spotlight on this fresh talent.

Supporting the LGBT Community

Comcast NBCUniversal is proud to be a leader for LGBT inclusion, both in the workplace and in our content offerings. In honor of Pride Month 2015, Comcast featured a specially curated collection of films from Frameline, a world-renowned media arts organization. In October, we partnered with GLAAD for Spirit Day, during which numerous On-Air personalities and company platforms “went purple” to take a stand against bullying and send a message of solidarity and acceptance to LGBT youth. We also premiered “I Am Cait” on E!, and “The Prancing Elites Project” on Oxygen, both of which provided positive insight into LGBT lives.

Shining the Spotlight on Native American Filmmakers

In recognition of Native American Heritage Month 2015, Comcast partnered with acclaimed Native American filmmakers Ian Skorodin and Michael Smith of the American Indian Film Institute (AIFI) to offer a special collection of curated Native American content On Demand, as well as on mobile devices via the XFINITY TV Go website and app.

Throughout November 2015, Native American programming was featured, including films such as Imprint, an AIFI Festival film about a Native American attorney prosecuting a Lakota teen in a controversial murder trial. Another example of featured programming was The Cherokee Word for Water, an award-winning film told from the perspective of Wilma Mankiller, the first female chief of the Cherokee nation, and Charlie Soap, a full-blood Cherokee organizer, who join forces to build an 18-mile waterline system with a community of volunteers.

As a part of our partnership with Ian Skorodin, the collection also showcased a selection of films from Skorodin’s website, SkinsPlex, which offers visitors the ability to stream Native American and indigenous films not available through traditional distribution.

Craig Robinson, Executive Vice President and Chief Diversity Officer, NBCUniversal; Kristin Wygal, Director, Production, Original Production, NBC Entertainment Marketing & Digital; and Mike Pirone, Manager, Content Development, Consumer Marketing & Events, E! & Esquire Network, at OUT@NBCUniversal SoCal 10-year anniversary celebration.
COMMUNITY INVESTMENT

“We invest in people, programs, and organizations that move our communities forward.”

Salvador Mendoza | Vice President, Diversity & Inclusion, NBCUniversal

At Comcast NBCUniversal, our culture of inclusion extends far beyond our workplace, and includes supporting and strengthening the communities we serve. We invest in partnerships with individuals, programs, and organizations that move our communities forward by expanding digital literacy, promoting community service, and building tomorrow’s leaders.
Expanding Our Impact

Comcast’s Internet Essentials has become the nation’s largest and most comprehensive high-speed Internet adoption program. By the end of 2015, more than two million low-income Americans had crossed the digital divide at home with Comcast’s Internet Essentials broadband service. Each year, Comcast has expanded and improved upon the program’s initial design, and in 2014 we announced the plan to extend our initial three-year commitment to Internet Essentials indefinitely.

In 2015, we grew the program by launching pilots in select Comcast markets for low-income seniors and community college students. When it comes to doing the right thing, our results speak for themselves. Not only is the program catching on and gaining significant traction, but more importantly, it is having a positive impact on diverse communities.

More than $1 billion of cash and in-kind giving benefitted minorities over the past five years, including over $500 million to minority-led, minority-serving (MLMS) organizations and women-led, women-serving (WLWS) organizations.

The spirit of the Internet Essentials program aligns with Comcast NBCUniversal’s mission to improve and enrich our customer communities. Since 2011, our Internet Essentials network has grown to include over 9,000 school, government, and non-profit partners. We’ve also assembled more than 1,500 volunteers, including hundreds of Comcast NBCUniversal employees, to help spread the word about the power of Internet Essentials.

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More than 75% of Internet Essentials Customers are POC.

Our Foundation for Innovation

COMMUNITY INVESTMENT

Giving More

Cash Giving

Minority-Led & Minority-Serving (MLMS) (in millions)

2010 2011 2012 2013 2014 2015

$5.8 $7.9 $10.9 $12.0 $17.7 $14.4

147% 5-Year Growth

Women-Led & Women-Serving (WLWS) (in millions)

2010 2011 2012 2013 2014 2015

$0.9 $1.0 $1.1 $1.3 $1.9 $2.1

142% 5-Year Growth

Closing the Digital and Financial Literacy Divides

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Giving More

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Cash and In-Kind Giving*

Minority-Led & Minority-Serving (MLMS) (in millions)

2011 2012 2013 2014 2015

$60 $73 $84 $99 $102

69% 4-Year Growth

Women-Led & Women-Serving (WLWS) (in millions)

2011 2012 2013 2014 2015

$23 $15 $22 $23 $29

24% 4-Year Growth

*Total company in-kind giving is not available for 2010.
“Tu Dinero es Tu Futuro”

According to the Selig Center for Economic Growth, U.S. Hispanics have $1.3 trillion in purchasing power. However, when it comes to banking, language and cultural barriers make U.S. Hispanics less likely than non-Hispanics to secure bank accounts or formal financial training.

In 2015, to assist the unbanked or underbanked U.S. Hispanic population, NBCUniversal Telemundo Enterprises designed a digital-centric solution. “Tu Dinero es Tu Futuro” aims to close the financial literacy gaps for U.S. Hispanics with access to vital information on common financial challenges: managing debt, home ownership, retirement planning, and paying for college. Featuring a cutting-edge and user-friendly website, digital tools, PSAs, and weekly segments on Telemundo’s “Un Nuevo Dia” and “Noticiero Telemundo,” the campaign is a concerted effort to educate and empower the financial future of U.S. Hispanics.

“The Latino population contributes greatly to the overall economic health of our nation,” said Rocky Egusquiza, Vice President, Community Affairs at NBCUniversal Telemundo Enterprises. “Their financial success is key to our future, and we are proud to take advantage of our extensive reach and resources at Telemundo to provide our audience with the information and tools they need to reach their financial dreams.”

The Spanish-language website TuDineroesTuFuturo.com, or YourMoneyisYourFuture.com, offers daily personal finance videos and permanent digital analytics tools to advise people on their biggest financial decisions. It was developed in close partnership with the Council for Economic Education, ASPIRA, Cuban American National Council (CNC), Hispanic Federation, and CNBC.
GOVERNANCE

“We are proud of the progress we’ve made, and we have a clear vision for the future of our Diversity & Inclusion program.”

Maria G. Arias | Vice President, Diversity & Inclusion, Comcast Corporation

At Comcast NBCUniversal, our words are met with actions. In 2011, we developed a Master Strategic Plan for Diversity & Inclusion, which outlined our roadmap for delivering results in our five focus areas: Workforce, Procurement, Programming, Community Investment, and Governance.

After five years, we are proud to have completed, or made substantial progress on, over 98% of our initial initiatives. In 2015, it was time to evaluate our plan and set the bar higher. The result is our Master Strategic Plan 2.0, which includes our mission for taking our program to the next level and continuing to create and enhance an inclusive environment.

Our Master Strategic Plan 2.0 leverages our leadership team’s best thinking, and includes valuable input from business leaders, our internal Executive Diversity Council, and our external Joint Diversity Advisory Council (Joint Council).

Board of Directors Diversity

This focus on diversity extends to the highest level of our company, including our Board of Directors. The diversity of our Board has tripled in the last five years.
Engaging External Experts

Formed in 2011, our external Joint Council, which includes more than 40 national leaders in business, politics, and civil rights, provides advice to Comcast NBCUniversal’s senior executive teams regarding diversity and inclusion initiatives that have a positive, meaningful impact across the company and in our communities.

“The Comcast NBCUniversal Joint Diversity Advisory Council provides valuable diversity and inclusion perspectives that positively impact how we do business,” said Craig Robinson, Executive Vice President and Chief Diversity Officer at NBCUniversal. “We’re fortunate to have such a passionate and dedicated group of advisors.”

Representing a broad spectrum of expertise that is informed by a multitude of backgrounds, and hailing from across the United States, our Joint Council leads educational sessions and provides us with valuable guidance, creativity, passion, and support.

Four nine-member sub councils represent the interests of women, African Americans, Asian Americans, and Hispanics. There are also members representing Native Americans, veterans, people with disabilities, and the LGBT community. Members remain actively engaged throughout the year, providing advice and counsel regarding our company’s diversity and inclusion strategies and practices.

BUILDING A CITY OF INCLUSION:
Comcast Hosts Diversity & Inclusion Summit

From the 45th floor of the Comcast Center in early December 2015, @ComcastFreedom tweeted a remark by Greater Philadelphia Chamber of Commerce President Rob Wonderling: “Today we can hopefully serve as a template for other cities.”

The occasion was Comcast’s first ever Diversity & Inclusion Summit, and the purpose was to bring together a group of thought leaders to discuss how to effectively advance diversity and inclusion initiatives in Philadelphia.

This wasn’t the only tweet of the day from the summit. The event hashtag #ComcastDiversitySummit was a trending topic in Philadelphia, demonstrating that the subject of diversity and inclusion is at the forefront of conversations in the city, and that it is an initiative worth talking about.

In fact, the topic isn’t just trending on Twitter. When Comcast’s Senior Executive Vice President and Chief Diversity Officer, David L. Cohen, reached out to local leaders for input on the summit, it became apparent that there has been a push to diversify workforces across the city.

Creating a platform to share best practices on how to lead diversity and inclusion efforts in the Greater Philadelphia Region, the summit brought together more than 100 area business leaders, local chamber representatives, members of the press, and civic and corporate partners.

Panel discussions drew out powerful insights on the importance of implementing diversity and inclusion practices into business strategies, specifically highlighting how these initiatives improve the bottom line. Speakers such as regional Chamber of Commerce members, local business leaders, and representatives from business-oriented nonprofit and startup organizations shared best practices and learnings across important topics, including age diversity, supplier diversity, and the need for corporate community investment in digital literacy programs.

The summit aimed to educate the attendees on the importance of leveraging a multigenerational workplace. Audience member and political activist Elliot-Imani Griffin tweeted what is a common challenge in today’s workplace: “How do you foster a common culture in a multigenerational workforce?” Addressing that question specifically, Comcast shared best practices in recruiting young and diverse talents, including the company’s “Home for the Summer” program, which recruits Philadelphia residents who attend college outside the area.

Leaders in the region recognize that in order to position Philadelphia as a City of Innovation globally, ongoing conversations about diversity and inclusion are critical. As leaders in our community and in diversity and inclusion, Comcast is proud of our important and impactful role in championing these conversations.

GOVERNANCE

Our Foundation for Innovation