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Pilot Program

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Progress report on the PEG Video On Demand and Online platforms

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July 2012

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open
voice

Comcast.

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 reports[2] 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.

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

[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

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[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]

www.gottalovefresno.com

www.locallookpeterborough.com

www.yosoyhialeah.com

www.philyinfocus.com

www.houstonsvoice.com

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

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[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 form[11] 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 Swearengin 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://houstonsvoice.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

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[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]

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[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	▪ Establish marketing partners in each pilot community.
Expanded Social Media	▪ Focus on the use of Facebook, Twitter and YouTube.
Mobile Solutions	▪ 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)	▪ Promote consistency and best practices in the use of search terms and other SEO strategies across all markets.
Strategic Support	▪ 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.

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EXHIBIT

Project Open Voice Launch Event Summary

Pilot Market	Launch Press Conference Details	Marketing Plan Highlights
Houston, TX	▪ 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 *Houston Chronicle*.[1] ▪ Mayor Parker introduced project and answered all questions.	▪ 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	▪ 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]	▪ 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	▪ 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 T*he Philadelphia Tribune*, NBC 10 Philadelphia, CBS 3 Philadelphia, and several local websites.[3]	▪ 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	▪ 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. *El Nuevo Herald* also covered the event.[4]	▪ 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	▪ 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.	▪ 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.

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[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 Ostapkovich, *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).

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