

Transaction Compliance Report

MB Docket No. 10-56



July 29, 2013

To the Federal Communications Commission:

This report describes the progress of Project Open Voice,¹ 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

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

Milestone	Deadline	Result
Condition XIV.4.c.i: Announce the final location of the five pilot communities	Feb. 28, 2011	Announced the selection of Fresno, CA; Hialeah, FL; Houston, TX; Peterborough, NH; and Philadelphia, PA as the trial communities. ⁴
Condition XIV.4.c.ii: Initiate VOD placement of available PEG programming in each PEG pilot community	Oct. 28, 2011	Created VOD folders accessible to Comcast video customers in each of the pilot communities, and uploaded content submitted by PEG programmers selected by each community to participate in the trial.
Condition XIV.4.c.iii: Initiate Online placement of available PEG programming in each PEG pilot community through existing or newly created online platforms	Jan. 28, 2012	Designed, built, and launched custom websites to act as video streaming portals for PEG and other local content. Each website was branded with a name and them selected by the pilot communities: Gotta Love Fresno , Yo Soy Hialeah , Houston's Voice , Local Look Peterborough , and Philly in Focus .
Condition XIV.4.c.iv: Initiate marketing support of the VOD and Online platform in each pilot community	July 28, 2012	Initiated marketing support of the VOD and Online platforms in each community. Comcast, in conjunction with the pilot communities, provides local brand promotional resources, including public relations, social media, content coordination, mobile and email marketing, and search engine optimization support.
Condition XIV.4.c.v: Complete surveys of the user experience for the pilot VOD and Online platforms in each pilot community and begin to implement recommended changes	Jan. 28, 2013	Survey results and recommended changes were summarized in the report filed on January 28, 2013.

This report summarizes the progress of the VOD and Online platforms for the period beginning January 28, 2013 and continuing through July 28, 2013.

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

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

Progress of the VOD Pilot Platform

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

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

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

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

Progress of the Online Pilot Platform

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

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

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

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

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

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

Gotta Love Fresno

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

¡Yo Soy Hialeah!

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

Houston’s Voice

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

Made in Medford

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

⁵ <http://gottalovefresno.com/live/detail/do-you-believe-in-downtown-fresno?blockID=544727&feedID=10753>; <http://www.gottalovefresno.com/live/detail/state-of-downtown-2013?blockID=544089&feedID=10753>.

⁶ <http://www.yosoyhialeah.com/channel/hialeah-healthy-families/>.

⁷ <http://www.yosoyhialeah.com/2013/04/30/healthy-bones-growth/>.

⁸ <http://houstonvoice.com/channel/springboardsocialmedia/>.

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

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

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

Local Look Peterborough

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

Philly in Focus

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

Marketing Support Update

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

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

¹² http://locallookpeterborough.com/monadnock_international_film_festival.

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

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

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

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

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

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

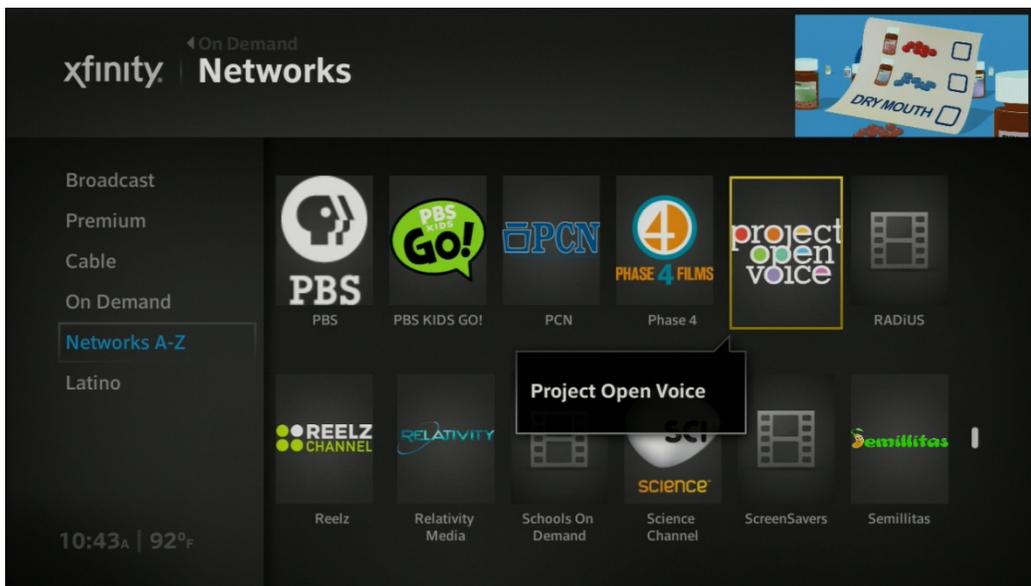
Changes Implemented as Result of User Surveys and Other Research

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

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

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

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



Houston's
Voice

SEE WHAT'S NEW THIS WEEK ON HOUSTONVOICE.COM

Houston

UNPLUGGED

Top Videos



In and Around Town



Total Energy USA 2:29



Real Estate Today Show 7: Titles 27:41



23rd Asian Chamber Dinner 4:17



HSM: Ashley Dunn, Fashion Stylist 3:09

HTown Hero—Linda Toyota Heads Up Asian Chamber

May is Asian Pacific Heritage Month. Following her dreams is our HTown Home Town Hero who is motivated by her parents. Linda Toyota heads up the Houston Asian Chamber of Commerce. The importance of diversity stems back to her family heritage. Her parents, U.S. born of Japanese ancestry, were incarcerated during World War II after Pearl Harbor. Despite being placed in an internment camp, Linda's father enlisted in the all Japanese American U.S. regimental combat team. The exclusion experienced by her parents has influenced her and made diversity/inclusion an important pillar for Linda throughout her life. With more than 20 years experience in the non-profit community, Linda has worked at a wide array of non-profits including the Holocaust Museum Houston, Houston Technology Center, Texas Heart Institute and the Houston Area Women's Center. Linda is now the President of the Asian Chamber of Commerce. The thread that ties her professional and volunteer experience together is the belief in people realizing their full potential.

In addition to Houston's Voice, see Linda's story streaming live on 713News.com or watch the 713News program called "The Magazine Show" airing on Comcast (Ch. 19) every Monday and Wednesday at 7 a.m. and 7 p.m., plus Saturday at 1 p.m., and on KACC-TV at 7:30 a.m. and 11:30 p.m. every day.

New Videos



Weekend Art Mash: Houston TX 2:33



LaneStaffing @ HAUL 3:11



Deployment to Employment 42:16

Content Partner Highlight

Most Engaged

WHAT TO WATCH

SEE WHAT'S NEW THIS WEEK ON PHILLY IN FOCUS!

NEW VIDEOS



CONTENT PARTNER SIGN UP

CLICK TO SIGN UP

TOP VIDEOS



RESOURCES

LEARN ABOUT PIF

EVENT/EMAIL SIGN UP

CLICK TO SIGN UP

PARTNER NEWS



EMBED THIS

CLICK TO EMBED

CONNECT



PIF: JUNE ON DEMAND HIGHLIGHTS

APPLY TO WIN A GRANT FOR YOUR NONPROFIT

Each month, the most engaged videos on Philly In Focus are featured on our Xfinity On Demand channel. The top 10 videos are then mashed up and used for our [highlights video](#). Check out this month's video featuring videos from [Diner En Blanc](#), [the Broad Street Run](#), [the PIFA Street Fair](#) and more! View past highlights videos [here](#).

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

Organizations can apply now through July 31st. For more information about the grant or to apply, visit the 21st Century Solutions' [Philly In Focus Channel](#) or visit [NBC10.com](#).

WHAT'S HAPPENING ON TWITTER



PHL Visitor Cntr @PHLVisitorCntr 2h
Are you "Rocky Balboa's" number 1 fan? Enter our #IluvRocky Vine contest and u could win a Rocky-themed prize pack bit.ly/11GMT43
Expand



Philly Film Office @GPFO 9m
Charlie Day, "Always Sunny" comedian, talks about his new "oddball" role for @MonstersU: ow.ly/mbCfW #PhillyConnections
Expand



Visit Philly @visitphilly 1h
Did you know that City Hall has an observation deck? It does. vstphilly.com/YcHNxH
Expand