



# 2016 CORPORATE SOCIAL RESPONSIBILITY REPORT

[COVERING 2015]

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*COVER PHOTO: Aired during the 2015 Academy Awards, our award-winning "Emily's Oz" commercial epitomized a game-changing year for accessibility at Comcast NBCUniversal.*

# 2016 CORPORATE SOCIAL RESPONSIBILITY REPORT

At Comcast NBCUniversal, we're imagining and building the world we want to see. Innovative. Inclusive. Better for our customers, our viewers, and our communities.

We're shaping a world that uses technology and media to improve lives in unexpected ways and inspires each of us to reach our full potential.

We're revolutionizing how people with physical and intellectual disabilities experience technology.

We're bringing the power of the Internet — and the opportunities it creates — to people across the country, regardless of income and background.

We're creating and sharing captivating stories across our entertainment and media platforms that reflect the world's vibrant diversity.

Our company has 153,000 employees, with some of the world's leading technologists and creative talents in our midst. We see possibilities — and together we do everything we can to make them real.



# A MESSAGE FROM BRIAN L. ROBERTS

Last February, something extraordinary happened at Comcast NBCUniversal. We shared with the world how the vision of a remarkable young blind girl named Emily doesn't depend on sight, but on what she allows herself to imagine.

In "Emily's Oz," a commercial for the X1 talking guide that aired during the 2015 Oscars, viewers around the globe heard Emily describe the amazing world of beauty and wonder that she "sees" when she watches *The Wizard of Oz*.

For me, her story was the ultimate fulfillment of our investments in making our technology and media accessible to the widest range of customers. It also gets to the heart of what we do and why we do it. At Comcast NBCUniversal, we actively build the world we want to see, and use the power of our technology, storytelling, and media platforms to reach people in meaningful ways and change their lives for the better.

I'm incredibly proud of our achievements in 2015. I recognize they could not have happened without the ongoing commitment of our 153,000 employees to create lasting change in people's lives and in our shared communities.

Last year, Comcast NBCUniversal contributed a combined \$521 million in cash and in-kind support to local and national charitable organizations that share our commitment to improving communities and enriching lives. But that's just part of our 2015 corporate citizenship story.

We also channeled the power of our media platforms to focus attention on important issues and inspire people to take action. By hosting Red Nose Day, we helped raise \$23 million for programs to benefit children and young people in poverty across the United States and around the world.

We connected more low-income families than in any previous year to the Internet

at home. Through Internet Essentials, our high-speed Internet adoption program, we've now provided more than 600,000 low-income families to date — or more than 2.4 million Americans — with access to resources to improve their quality of life.

We set a new record as more than 100,000 of our employees, their friends, and their families volunteered alongside our nonprofit partners to complete over 900 community projects during Comcast Cares Day, our annual celebration of our year-round commitment to service. Our employees also helped generate more than \$10 million — the company's highest-ever total — through our annual United Way giving campaign.

Meanwhile, we redoubled our efforts to bring the world's most talented people into our ranks. This included hiring our first ever Vice President of Military and Veteran Affairs to help us reach our goal of hiring 10,000 veterans, National Guard and Reserve members, and military spouses by year-end 2017.

And, as always, we looked for new ways to encourage innovation, including connecting with a new generation of startups and entrepreneurs in several communities. We believe a vibrant startup culture creates stronger cities.

I would have loved to share these and other accomplishments with my father, Ralph Roberts, who founded Comcast in 1963. He passed away last year, but I take heart in knowing that his legacy of integrity, community giving, and entrepreneurship is stronger than ever. For that, I am grateful to our customers, our partners, and all our Comcast NBCUniversal employees. Thank you for an inspiring year. ■



**Brian L. Roberts**  
CHAIRMAN AND CEO



*A "Little" greets Brian L. Roberts after he accepts the Corporate Partner of the Century Award from Big Brothers Big Sisters Southeastern Pennsylvania.*

"At Comcast NBCUniversal, we actively build the world we want to see, and use the power of our technology, storytelling, and media platforms to reach people in meaningful ways and change their lives for the better."

—Brian L. Roberts  
Chairman and CEO



# OUR VISION MADE REAL

Our defining moment in  
social responsibility for 2015



# HOW THE XFINITY X1

## revolutionized television for people with visual disabilities

Despite his three years on the job, Tom Wlodkowski was nervous. Perched on his living room couch, tuned to NBC primetime on December 3, he knew the stakes were high. “I’m sitting there hoping this thing gets pulled off,” Tom says. “I felt like my neck was on the line.”

The “thing” was the remake of the 1975 Broadway musical *The Wiz* with real-time video description — the first live entertainment program in U.S. history to be accessible to people with visual disabilities. FCC Chairman Tom Wheeler called it “genius.”

As Vice President of Accessibility at Comcast Cable, Tom — blind since birth — was more than just an interested viewer. For Tom, his team, and the entire company, *The Wiz Live!* epitomized our goal to make our technology, entertainment, and services accessible to the widest possible audience.

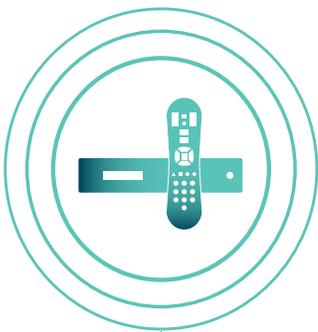
The December broadcast capped a groundbreaking year for Comcast NBCUniversal. From a TV guide that talks, to a blind girl’s journey down *her* yellow brick road, to an African American version of *Oz* we can all now experience, 2015 was the culmination of years of work making our products more accessible.

Our 2015 accessibility accomplishments galvanized people inside and outside the company. They captured the attitudes that define our company culture: Think like an entrepreneur, embrace opportunity, and take risks in the service of innovation. And on a human level, they filled us with pride. →



LEFT: Members of the Comcast NBCUniversal accessibility team consulted with organizations like the Deaf-Hearing Communication Centre and the Pennsylvania School for the Deaf to develop closed-captioning tutorials for the X1. RIGHT: A Comcast employee demonstrates how the X1 talking guide works.

# VOICES OF INNOVATION



**650,000**  
X1 boxes with talking guide activated nationwide



### X1 TALKING GUIDE WON SEVERAL AWARDS

- FCC Chairman’s Award, Awards for Advancement in Accessibility (AAA)
- Corporate Leadership Award, American Association of People with Disabilities (AAPD)
- Access Award, American Foundation for the Blind

It all started with the X1 talking guide, which traces its roots to a 2012 brainstorm session where a small team of Comcast developers asked a classic “what if” question: What if we gave customers a new way to discover what’s on TV? This simple text-to-speech idea picked up steam when Tom joined Comcast later that year.

Tom knew firsthand why this was necessary. “Visually impaired viewers were often stuck in an ancient channel up/channel down paradigm, wading through content with little context,” he says.

“The [X1 talking guide] reinforces what we teach here at Miami Lighthouse — that it’s possible to see without sight.”

—Virginia Jacko,  
President and CEO, Miami Lighthouse for the Blind

Developed with extensive input from Tom, visually impaired testers, and advocacy groups, the X1 talking guide is far greater than just a more accessible TV interface. Functionally, it reads aloud channel names

and numbers, time slots, and program details. But emotionally, it represents a leap forward in independence. Visually impaired viewers can now easily watch and record their favorite shows without assistance from a spouse, parent, child, or other viewer in the room.

The talking guide revolutionized accessible TV entertainment. “The impact was tremendous,” Tom says. “It was a true game changer for accessibility.” And it helped position Comcast NBCUniversal as a leader in technology for visually impaired customers. →

“Comcast has not just provided a new feature, they’ve made a bold move to send a powerful message — a message of hope — a message that every person matters.”

—Matthew Vollbrecht,  
Comcast customer,  
Everett, Pennsylvania



"Emily's Oz" is a national commercial from Comcast NBCUniversal that illustrates what Emily, a 7-year-old blind girl, "sees" when she watches The Wizard of Oz.

# RAINBOW OF OPPORTUNITY



Developing the X1 talking guide was an achievement in itself. It also inspired us to push even further, spurring our next "what if" question: What if we could bring together talent and creativity from across the company and show what it's like to experience entertainment when you're blind?

The result was "Emily's Oz," an acclaimed 60-second commercial that aired during the 2015 Academy Awards. A promotion for the X1 talking guide, the ad told the story of Emily, a 7-year-old girl who was born blind, yet sees the world more vividly than most.

"Real tears came to my eyes, because I knew, right then, that this was something absolutely unbelievable, and that I should be proud of the part I took in building it."

—Andrew Larkin,  
X1 talking guide  
development team  
member, upon watching  
the "Emily's Oz"  
commercial  
for the first time

In making the commercial, we asked Emily to describe what she envisions when she watches her favorite movie, *The Wizard of Oz*. We then enlisted some of the entertainment industry's finest puppet and set designers and makeup artists to bring her vision to life. The TV spot, national campaign, and accompanying interactive website drew praise from across the country and helped spark a conversation about how people with disabilities access entertainment.

We continued the conversation with the May launch of the XFINITY remote with voice control, which enabled customers to use their voice to navigate thousands of shows and movies on X1. Viewers can search for content, set DVR recordings, get recommendations, and navigate XFINITY On Demand.

And we weren't done yet. →



## MOVIE MAGIC

All three characters in "Emily's Oz" were puppets, with rods controlling their hands, feet, and head.



**21 MILLION**  
Number of visually impaired people living in the U.S.

**1.3 MILLION**  
Legally blind people living in the U.S.



LEFT: Performers rehearse for *The Wiz Live!*, the first live show in U.S. broadcast history to include real-time video description. RIGHT: Closed captioning is among the X1's accessibility features that give customers with disabilities more satisfying ways to experience the shows and movies they love.

# VISIONARY RISK



The pursuit of innovation requires risk. A little good timing and luck also don't hurt.

Maggie Suniewick, Senior Vice President of Strategic Innovation, was once Tom's office neighbor. Reunited at a meeting last year, the two friends discussed how they could work together. The success of the X1 talking guide and the "Emily's Oz" accessibility spot led Maggie and Tom to talk about cross-company collaboration, thinking big, and taking risks. Maggie is responsible for identifying and promoting

"What you and I might say in three sentences, they might have to put into three words because you don't want to step on the dialogue."

—Diane Johnson, CEO and President of Descriptive Video Works, on the challenge of narrating a live performance



companywide marketing initiatives to support upcoming NBCUniversal programming, movies, and events and Comcast's products and services.

"Tom and I thought 'How cool would it be if we took *The Wiz Live!*, which was our planned live entertainment special for December, and made it accessible to people with visual disabilities?'" she says.

At an exploratory meeting in September, Tom outlined the idea for a video description broadcast: Live narration would use natural pauses in the dialogue to describe

visual elements of the show. A follow-up meeting in October with leaders from across Comcast NBCUniversal cemented the idea. The countdown began.

It was a big risk for Tom and the company. Nobody had ever tried something so bold in a live broadcast before. If it worked, it would be the latest triumph in a year full of firsts for accessible entertainment. But we didn't know for sure how it would play out. →



LEFT: A narrator describes the onstage action during *The Wiz Live!* as it is being performed. RIGHT: The X1 voice remote uses voice commands to change channels, find shows, get recommendations, and more.



During *The Wiz Live!*, a narrator was live in-studio, describing the action to viewers as it was being performed. The video description gave visually impaired viewers a rich new way to experience live TV.



**1.37 BILLION**

Number of utterances — the announcement of a channel, show title, or menu item being read aloud — on the X1 talking guide between January 2015 and February 2016

**REACHING NEW AUDIENCES**

The September 2015 launch of X1 En Español, a first-ever Spanish-language TV interface, not only makes XFINITY more accessible to Spanish-speaking subscribers, but it also shows how our accessibility innovations can improve the customer experience for multiple audiences.

Tom says pulling off something like *The Wiz Live!* — and taking the necessary risks to try — starts at the top. “There are so many extraordinarily talented people across the company willing to lean in to get something done,” he says. “That doesn’t happen by accident. The entrepreneurial spirit and permission to take risks come from our leaders, from Brian Roberts on down.”

Which brings us back to that night in Tom’s living room. You could excuse him for being nervous. As an employee, he was about to witness a defining moment for accessibility at Comcast NBCUniversal. And as a consumer and viewer who is blind, he was about to experience a true first in storytelling for the visually impaired.

“At 8 p.m., when I heard the first words out of the describer’s mouth, I jumped in the air,” he says. “Because at that point I knew the vision was real at last. We had just made change happen, all of us.” Again. ■

Learn more about the X1 talking guide and “Emily’s Oz” at [corporate.comcast.com/news-information/news-feed/talkingguide](http://corporate.comcast.com/news-information/news-feed/talkingguide)

# Q+A | DAVID L. COHEN

David L. Cohen, Senior Executive Vice President and Chief Diversity Officer, reflects on our commitment to corporate citizenship.

**Q: WHAT IS THE INSPIRATION BEHIND COMCAST NBCUNIVERSAL'S CORPORATE CITIZENSHIP PROGRAMS?**

**David:** We always want to be a respected corporate leader that makes our communities better while providing world-class media and technology to educate, empower, connect, and inspire our audiences and customers.

For more than half a century, our company has played a defining role in shaping the future of media and technology, and we maintain an unwavering commitment to pursue transformative ways to enrich people's lives and create stronger communities for generations to come. Our achievements in making our technology more accessible to blind and visually impaired customers is a perfect example of the impact we aspire to make. We're proud that our accessibility innovations have been recognized by Associated Services for the Blind, the American Foundation for the Blind, the American Association of People with Disabilities, and the FCC, among others.

We also deeply believe in making technology more accessible to people regardless of income, so that everyone has equal access to the opportunities that can empower them to improve their lives. Closing the digital divide is imperative in the 21st century, and while our Internet Essentials program has connected more than 2.4 million low-income Americans to the Internet at home, we recognize much more needs to be done and are committed to doing so.

**Q: AS TECHNOLOGY EVOLVES, HOW DOES THAT CHANGE THE WAY COMCAST NBCUNIVERSAL HELPS COMMUNITIES CONNECT?**

**David:** While innovation is good for our business and our customers, we also

believe it's good for our communities. In the past year, we've put tremendous effort into supporting entrepreneurship in cities like Denver, Nashville, New Haven, and Philadelphia as we put a new emphasis on how communities experience our company.

One of our goals is to help build entrepreneurial ecosystems outside of traditional tech cities like San Francisco and Seattle so that other communities and cities can reap the social and economic benefits of a vibrant startup culture.

**Q: HOW DO YOU SEE COMCAST NBCUNIVERSAL'S CORPORATE CITIZENSHIP ROLE EVOLVING ON A WIDER SCALE?**

**David:** We're always looking for ways to use technology to benefit our customers and audiences and the communities we share. We have an amazing storytelling platform, including film, television, news media, digital, and theme parks. And from the top down, we're committed to using the full power of that platform to improve lives around the world. We can use it to entertain, but we can also use it to inform and educate. We can tell compelling stories that touch on important social issues and inspire our viewers to take action.

Last May, we teamed up with Comic Relief, Walgreens, and several other partners to bring Red Nose Day from the U.K. to the United States. The star-studded three-hour event was fun and funny and moving, and it raised more than \$23 million to help lift young people out of poverty worldwide, including here in the U.S.

This year, we are amplifying our efforts with Red Nose Day and also Global Citizen, which encourages ordinary



*David L. Cohen meets with students involved in a FIRST® Robotics team demonstration in Philadelphia.*

citizens to get involved in the fight against global poverty and other critical issues. Joining together epitomizes our company's commitment to use the strength of the entire Comcast NBCUniversal platform to take on big and important issues.

**Q: YOU'VE SAID THAT COMCAST NBCUNIVERSAL IS COMMITTED TO BEING THE MODEL COMPANY FOR DIVERSITY AND INCLUSION. WHAT 2015 DIVERSITY INITIATIVES BEST REPRESENT THAT MISSION?**

**David:** We were the first media and technology company to become a member of the Billion Dollar Roundtable, which recognizes companies that spend more than \$1 billion annually with minority- and women-owned suppliers. We're passionate about advancing supply chain opportunities for diverse businesses and believe it's important to share best practices and thought leadership with others in our industry.

We also announced our goal of hiring 10,000 veterans, National Guard and Reserve members, and military spouses by year-end 2017. People in the military community bring valuable leadership, technology, and problem-solving skills to the table, and their diverse experiences enrich our business. ■

# ABOUT COMCAST

Comcast Corporation (NASDAQ: CMCSA) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet, and phone providers to residential customers under the XFINITY brand, and we also provide these services to businesses. NBCUniversal operates news, entertainment, and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures, and Universal Parks and Resorts.

Visit [comcastcorporation.com](http://comcastcorporation.com) for more information.



## COMCAST CABLE

Comcast Cable is one of the nation's largest video, high-speed Internet, and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications, and home-management offerings.



## NBCUNIVERSAL

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is owned by Comcast Corporation.



## COMCAST SPECTACOR

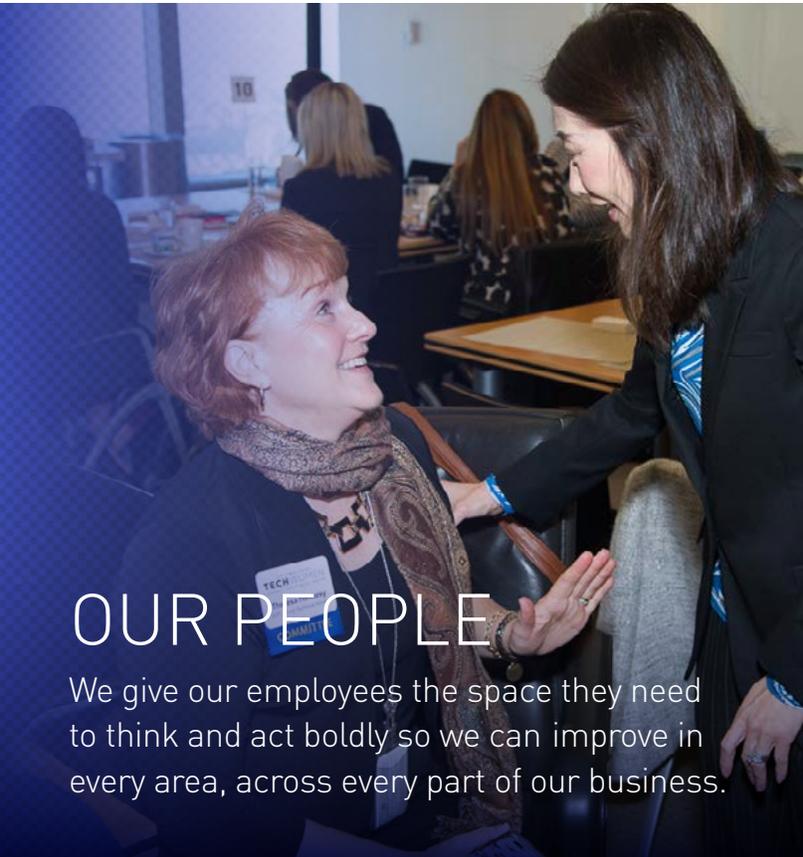
Comcast Spectacor owns and operates the National Hockey League's Philadelphia Flyers, the Wells Fargo Center venue in Philadelphia, and Spectra, an arena-management-related business with operations around the globe.

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# ABOUT THIS REPORT

Comcast NBCUniversal's 2016 corporate social responsibility report covers the 2015 fiscal year (January 1, 2015, to December 31, 2015).

We developed this report to address the issues that we believe are of the most interest to our business and our stakeholders, and we have detailed the scope of our key initiatives and described their respective effects. The Governance and Directors Nominating Committee of Comcast's Board of Directors periodically reviews and assesses our corporate social responsibility report.



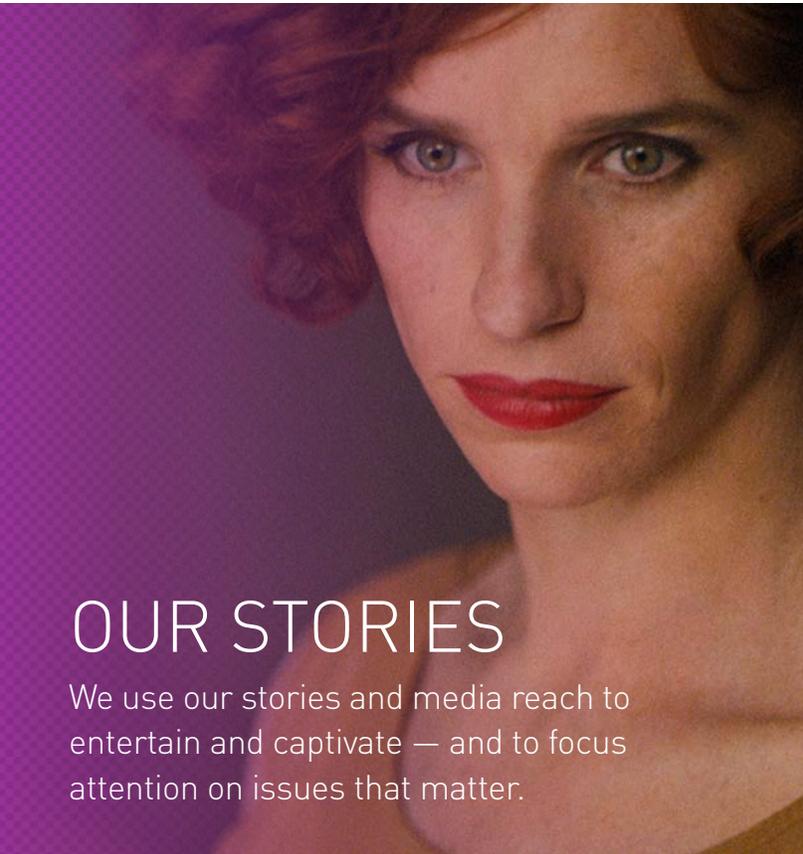
## OUR PEOPLE

We give our employees the space they need to think and act boldly so we can improve in every area, across every part of our business.



## OUR COMMUNITIES

We connect people and communities through the power of technology, media, and entertainment.



## OUR STORIES

We use our stories and media reach to entertain and captivate — and to focus attention on issues that matter.



## OUR INNOVATION

We encourage innovation to bring out the very best in us — inside and outside our walls.



**\$2.6  
BILLION**

2015 spending with diverse suppliers, including minority-, women-, and veteran-owned businesses; in 2015, Comcast NBCUniversal became the first media and technology company inducted into the prestigious Billion Dollar Roundtable, which recognizes corporations that spend at least \$1 billion annually with minority- and women-owned suppliers



**NO.1**

The history-making spot Comcast NBCUniversal earned when Out@NBCUniversal became the first group to march under an LGBT banner in the New York City St. Patrick's Day Parade on March 17, 2015



**\$204  
MILLION**

2015 investment in employee training and development, helping our people gain valuable skills to advance their careers — and strengthen our business



# OUR PEOPLE

Our employees power everything we do. We're passionate and creative. We bring an unlimited supply of imagination and ingenuity to our company. And we work in an environment that welcomes new ideas, celebrates talents, and grows richer from our diverse backgrounds. We recognize that our personal experiences define how we see the world — and how we create the one we want to see.

We work relentlessly to attract and retain the most gifted people in our industry. That means finding new ways to identify up-and-coming talent and recognizing the inherent value every individual brings to the table. And we encourage our people to think and act boldly so that we can do better in every area, across every part of our business.

In 2015, we strengthened our commitment to current and former service members and their families by hiring Carol Eggert as Vice President of Military and Veteran Affairs. A retired brigadier general in the U.S. Army, Carol understands the needs of

military veterans and active reservists — and knows how to apply the skills both groups bring to our business.

We also helped connect female engineers across our company through our TECHWomen group, giving them additional opportunities to innovate, educate, and inspire.

OUR PEOPLE  
SUPPORTING  
OUR MILITARY  
COMMUNITY



Comcast NBCUniversal hired Carol Eggert, a retired brigadier general, as Vice President of Military and Veteran Affairs in 2015.

To Carol Eggert, hiring military talent is just strong business. “We need the skills these men and women provide,” says Carol, a retired brigadier general and Vice President of Military and Veteran Affairs at Comcast NBCUniversal.

Our company is committed to being the employer of choice and the chosen provider of services for members of the military community. But earning their confidence takes more than goals or initiatives. It takes a proven track record. It also takes a deep understanding of the skills the military population brings to the workplace and what makes its individual members tick.

For decades, we’ve been a leader in meeting the needs of our military communities — from dedicated hiring initiatives to targeted solutions for members transitioning to civilian life. In 2015, we multiplied our efforts by creating a new team, the Department of Military and Veteran Affairs, committed to meeting the unique needs of our military customers and to recruiting, hiring, and incorporating military talent across all levels of our organization.

That’s where Carol comes in, stepping

**2,400**  
Approximate  
number of military  
hires in 2015 —  
an increase of 38%  
compared with 2014



“We need the skills  
these men and  
women provide.”

—(Retired) Brigadier General  
Carol Eggert,  
Comcast Vice President,  
Military and Veteran Affairs

into a role that allows her to continue working with the military community. Carol has served our nation for more than 30 years in the U.S. Army,

progressing from private to brigadier general, with a final assignment as the Deputy Commandant at the U.S. Army War College and Assistant Adjutant General for the Pennsylvania National Guard. She served a 15-month combat tour in Iraq and has received numerous awards, including the Bronze Star and Purple Heart. She will tell you that after retirement she wasn't looking for a position, but a purpose, which she found when she joined Comcast NBCUniversal in 2015. Now she's applying her deep knowledge of the military community to lead our veterans and military programs.

Fortunately, she's starting with a strong foundation. Through our unique and targeted programs, we have been able to attract and support talented employees with diverse experiences and backgrounds. That includes hiring more than 3,600 veterans between 2012 and 2014. In 2015 alone, we made approximately 2,400 military hires — a 38% increase over the previous year.

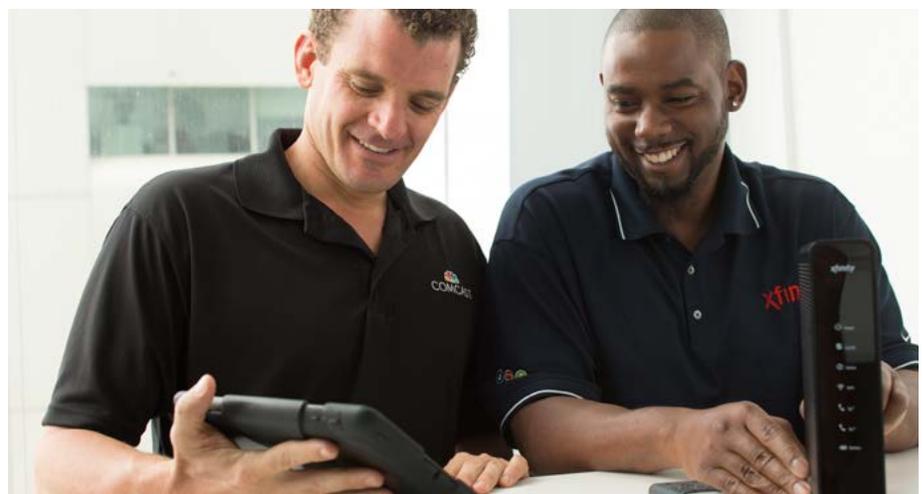
Beyond hiring, Comcast NBCUniversal spearheaded projects like "Next Steps for Vets," an online portal that provides employment information, small-business development tools, and educational resources tailored to military veterans. In addition, our Veterans Network Employee Resource Group is dedicated to helping military members grow professionally and personally.

"The fact that a company takes the time to understand the military culture is exactly what veterans and military members want to see," Carol says. "Comcast NBCUniversal is empathizing with what service members have done and what they continue to do. And crucially, we're recognizing the inherent skills they can bring to our company."

Tapping into those skills is Carol's top priority. From leadership to adaptability, collaboration to stakeholder management, the military instills capabilities that easily transfer to the corporate world. With the U.S. Department of Defense at the leading



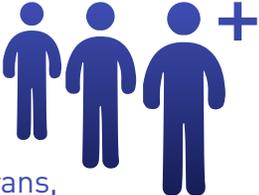
ABOVE: Comcast's Veterans Network Employee Resource Group participates in Comcast Cares Day in Philadelphia. BELOW: Military members and veterans bring valuable leadership, technical, and problem-solving skills to the company.



edge of technology, adapting to new technical requirements and devices is second nature for much of the military population.

"In addition to specific job skills, veterans and military members bring leadership and management skills that apply across our company," Carol says. "You can train someone to learn a technology, but it's very difficult, expensive, and time-consuming to train leadership skills — and that's something the military certainly has down."

To capitalize on the exciting potential of current and former service members,

10,000   
Number of veterans, National Guard and Reserve members, and military spouses that Comcast NBCUniversal has committed to hire between 2015 and year-end 2017

Comcast NBCUniversal committed to hiring 10,000 veterans, National Guard and Reserve members, and military spouses between 2015 and the end of 2017. Our dedication doesn't stop there; we are also focused on creating policies that meet the needs of our military community, including military-friendly customer policies, transition assistance for our veteran applicants, development opportunities for our current military employees, and benefits for our National Guard and Reserve employees.

Comcast NBCUniversal offers employees who serve in the National Guard or Reserve some of the most substantial HR benefits in the industry. We were recognized by the Department of Defense as a 2015 finalist for the Freedom Award for our support of our National Guard and Reserve employees, and we ranked among the top 20 U.S. companies in *Military Times*' "Best for Vets: Employers 2016" survey. We provide supplemental pay and continued benefits for three years when National Guard and Reserve members are called to active duty — longer than many other companies surveyed. Plus, these employees receive 15 days of annual military leave with full pay to complete their military training requirements.

We also offer targeted benefits if employees who are married to military members need to relocate due to reassignment of their spouse. Even little things can make a big difference, such as maintaining XFINITY services when moving, or enabling deployed military members to monitor their home security with XFINITY Home.

"It can be frustrating for the military community when companies demonstrate a lack of understanding of what we call 'military acumen,'" Carol says. "It's incredibly important to us as a company to reach out and let this community know we're aware of the challenges they face and that we're here to support them. We like to say we're more than military-friendly; we're military-ready, as in 'ready to support.'"



ABOVE: Members of Comcast's and NBCUniversal's Veterans Network Employee Resource Groups at the 2015 New York City Veteran's Day Parade. BELOW: Val Nicholas, Vice President of Multicultural Initiatives, NBC News, gives a Veterans Network Employee Resource Group flag to a young spectator.



**5,000**   
 Combined employee membership of Comcast's and NBCUniversal's Veterans Network Employee Resource Groups, which connect veterans with support, onboarding, mentorship, and development to help them grow

Her experience within the military is invaluable in this regard. It also helps her navigate all the military stakeholders she needs to work with when starting new veteran and military programs. It's notable that her first hire and team addition is Air Force Major Dave Gaulin, a C-130J pilot with 12 years of active Air Force service who now serves in the Rhode Island National Guard. She accepts that he will likely deploy, but she walks the talk and is ready to support.

With a cross-company mandate, Carol sees possibilities for collaboration everywhere. "The opportunity to support and enhance the customer experience

and the many great things already taking place here is a new way for me to serve the military community."

"I feel incredibly fortunate," she says. "I served our country and our military for many years. Now I have the opportunity to support Comcast NBCUniversal and our veterans and military together." ■

 [Learn more about our commitment to military members and veterans at \[corporate.comcast.com/news-information/news-feed/comcast-nbcuniversals-commitment-to-hiring-veterans-qa-with-carol-eggert\]\(https://corporate.comcast.com/news-information/news-feed/comcast-nbcuniversals-commitment-to-hiring-veterans-qa-with-carol-eggert\)](https://corporate.comcast.com/news-information/news-feed/comcast-nbcuniversals-commitment-to-hiring-veterans-qa-with-carol-eggert)

OUR PEOPLE

# TECHWOMEN SPARKS POWERFUL CONNECTIONS



*Sherita Ceasar, Senior Vice President of National Video Deployment Engineering at Comcast, and Sowmya Gottipati, Vice President of Media Labs at NBCUniversal, brainstorm with other TECHWomen members on how to make Comcast NBCUniversal an “employer of choice” for women in technology.*

So many women work in technology-related roles across Comcast NBCUniversal. Yet as recently as 2014, there were no forums to bring these like-minded women together.

When Beth Arnholt, in close partnership with the company’s senior technology leaders, set out to close the distance between these talented professionals by organizing our company’s first TECHWomen Conference, even she was astounded by the response. “Our senior leaders, male and female, rallied to show their commitment,” says Beth, Vice President of Integrated Talent Management. “And the women in attendance literally didn’t want to leave. They were just so excited to talk about their projects and build off each other’s energy.”

Since that inaugural event two years ago, TECHWomen has grown into an ongoing forum for female technologists to connect across business groups, contribute to the broader strategy of our company, and inspire more innovative work. We now have eight TECHWomen chapters around the world: Denver; Englewood Cliffs, New Jersey; Los

“This has been a great opportunity for people to flex their leadership skills and take on roles that they may not normally have in their day-to-day work.”

—Jane Cha-Lee,  
Comcast Director of Integrated Talent  
Management and TECHWomen organizer

Angeles; New York City; Orlando, Florida; Philadelphia; Seattle; and London. Each chapter hosts its own events and activities, and three more chapters are soon to launch.

And each chapter feeds the others. From networking events to leadership

panels, TECHWomen groups design their activities to forge new connections, provide opportunities to learn and contribute to the business, and “innovate at the boundaries,” as a recent TECHWomen Conference speaker said. They borrow from the startup culture — employees discover common ground and generate actionable ideas in collaborative environments. The group’s 2015 conference included an opportunity to discuss the national group’s focus in the coming year, as well as hands-on breakout sessions on emerging technologies in media and high tech, Comcast user experience research, and insight on building connected health systems.

Collaboration between the attendees also resulted in new ideas and business opportunities throughout 2015.

“One of our members from the X1 product development team started talking with somebody from our Comcast Spectacor sports arena business at the conference about new ways to use X1 as a ticket sales channel,” Beth says. “We’re creating connections that encourage people to think differently, not only about their impact on the success of our company, but also about how they can influence the future of women in technology.”

While Beth’s team is involved with the local chapters, the members set their own priorities in the spirit of the “by TECHWomen, for TECHWomen” philosophy. Local chapters are where the TECHWomen mission is further integrated into the business and tailored to local needs.

“This has been a great opportunity for people to flex their leadership skills and take on roles that they may not normally have in their day-to-day work,” says Jane Cha-Lee, who works on Beth’s team. “We rely on their initiative to keep the momentum going, and it’s exciting to hear so many women say how rewarding this has been.”



ABOVE: The annual TECHWomen Conference brings together female technologists from across Comcast NBCUniversal. BELOW: Cathy Rees, Comcast’s Vice President of Information Security, at the TECHWomen Conference.



**8 CHAPTERS**  
**283 MEMBERS**

TECHWomen chapters and members of the TECHWomen LinkedIn group

Building students’ interest in science, technology, engineering, and math (STEM) careers — a companywide focus — is also high on the agenda for TECHWomen. “Regardless of whether or not you are a technologist or a woman, getting more STEM professionals into the pipeline is vital for the future of our whole company,” Beth says.

“Our members are going out to schools and talking about what it’s like to be a software engineer,” she adds. “They’re mentoring girls through Big Brothers Big Sisters. They’re helping coach FIRST® Robotics teams.”

TECHWomen representatives have also served on panels and as keynote speakers at industry forums, such as the 2015

Emerging Technologies for the Enterprise conference in Philadelphia. As thought leaders within our industry, TECHWomen members help shape the changes they want to see — for our company, our communities, and our customers.

“TECHWomen challenges us to do things we’ve never considered before,” Beth says. “Teams seek out each other’s expertise. We bridge all areas of Comcast NBCUniversal and come up with creative ways to bring technology to life.” ■

Learn more about TECHWomen at [corporate.comcast.com/news-information/news-feed/insideci-inspiring-the-next-generation-of-tech-women](http://corporate.comcast.com/news-information/news-feed/insideci-inspiring-the-next-generation-of-tech-women)



## TESTING CENTERS POWERED BY UNIQUE PERSPECTIVES

People who experience the world differently bring unique perspectives to our business. In 2015, we extended our partnership with Northwest Center, a 50-year-old organization in the greater Seattle area that provides intellectually disabled adults with purposeful employment. Northwest Center employees test millions of remotes and cords for us, a skill that requires a special ability to focus on quality control. Northwest Center employees have raised our collective game — and have given us a competitive edge. [Learn more at \*\*corporate.comcast.com/comcast-voices/putting-diverse-abilities-to-work\*\*](http://corporate.comcast.com/comcast-voices/putting-diverse-abilities-to-work) →



## CAREER TRAINING AND OPPORTUNITIES FOR URBAN NATIVE AMERICANS

In July, we helped launch a five-month Native Workforce Development pilot program in Seattle and Denver to help urban Native Americans reach their peak potential. The program, a partnership between Comcast, Chief Seattle Club, Denver Indian Center, and the National Urban Indian Family Coalition, gave adult participants instruction in the necessary skills to succeed in corporate environments, including how to prepare for a job, navigate the workplace, and build a professional network. Designed to address the persistent underrepresentation of urban Native Americans in the workforce — and to introduce potential employees to the Comcast family — the program held its first graduation ceremonies in Seattle and Denver in December. [Watch the video at \*\*youtube.com/watch?v=YK91vTC64hl\*\*](https://www.youtube.com/watch?v=YK91vTC64hl) →



## SHARING THE MESSAGE OF FEMALE EMPOWERMENT

Issues in the workplace — such as being judged by one's looks or degree of assertiveness — too often stifle women's professional growth. Overcoming those struggles in her own career inspired Mika Brzezinski, co-host of MSNBC's *Morning Joe*, to write the 2012 bestseller *Knowing Your Value: Women, Money, and Getting What You're Worth*. In 2015, Mika took her show on the road for a five-city "Know Your Value" tour, which featured all-day panel discussions, training, and resources women can use in their personal and professional lives. [Watch the video at \*\*msnbc.com/know-your-value\*\*](http://msnbc.com/know-your-value) →



## EMPLOYEE RESOURCE GROUPS LEAD WAY TO BIGGER IMPACT

To connect the dots from organization to innovation, our Asian Pacific American Employee Resource Group helped connect emerging leaders from Asian American employee groups at 15 other leading companies. Partnering with the National Association of Asian American Professionals, our employee group hosted a one-day training event, with panels and workshops on leadership, networking, and personal branding. The event captured the essence of how employee groups can deliver greater business impact and elevate their contributions within their own communities. [Learn more at \*\*corporate.comcast.com/news-information/news-feed/comcast-nbcuniversal-affinity-groups-develop-empower-impact\*\*](http://corporate.comcast.com/news-information/news-feed/comcast-nbcuniversal-affinity-groups-develop-empower-impact) →

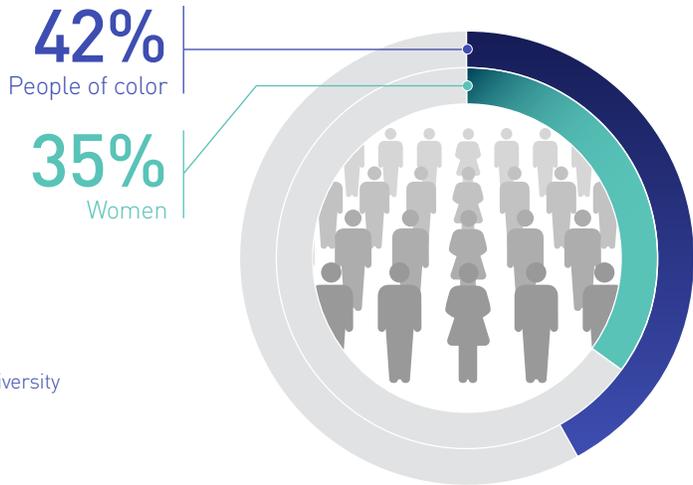


## BRINGING HOPE HOME FOR THE HOLIDAYS

When our technicians visit our customers' homes, they have a unique opportunity to do more than just deliver our products and services. They get to meet our customers and their families. This holiday season, we asked our technicians to nominate customers who had made a strong impression during past home service calls and who they thought were deserving of a special holiday gift. Our festive fleet of technicians took to the streets in December, surprising hundreds of customers across the country with brand new televisions, iPads, and gift cards. The reaction from our customers was touching and so appreciative, and our technicians loved every minute of it.

# DIVERSITY IN OUR WORKFORCE

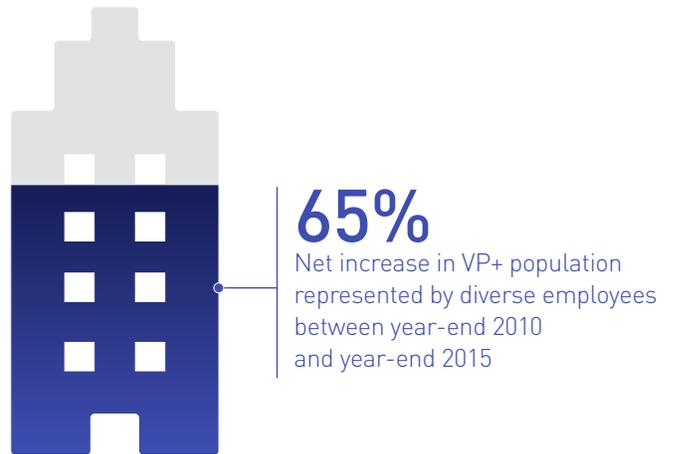
IN 2015, MORE THAN 42% OF ALL FULL-TIME U.S. EMPLOYEES AT COMCAST NBCUNIVERSAL WERE PEOPLE OF COLOR, AND NEARLY 35% WERE WOMEN



For more information on Comcast NBCUniversal's progress on diversity and inclusion initiatives, please visit [comcast.com/diversityreport](http://comcast.com/diversityreport)

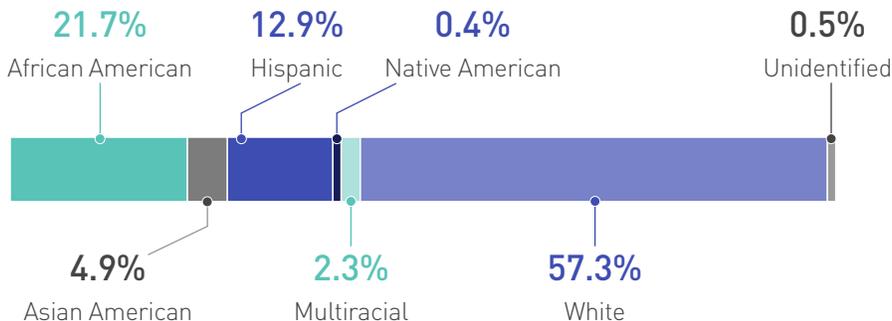
## DIVERSITY IN LEADERSHIP\*

Over the past five years, there has been a meaningful increase in diversity at Comcast NBCUniversal's vice president level and above (VP+). Between year-end 2010 and year-end 2015, diverse employees represented 65% of the net increase in our VP+ population, with people of color representing 35% and women representing 49% respectively. As of year-end 2015, people of color represented more than 19% and women represented nearly 37% of the company's total VP+ population.

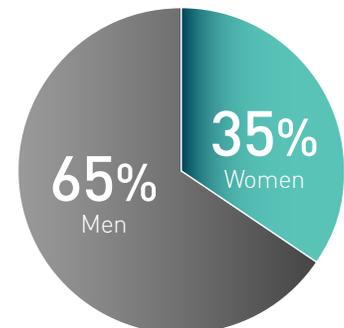


## TOTAL WORKFORCE

### TOTAL WORKFORCE BY ETHNICITY

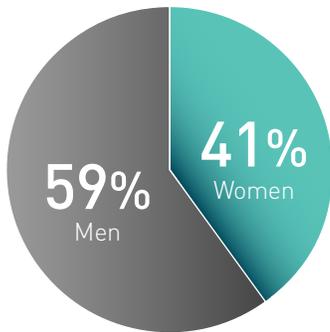


### TOTAL WORKFORCE BY GENDER

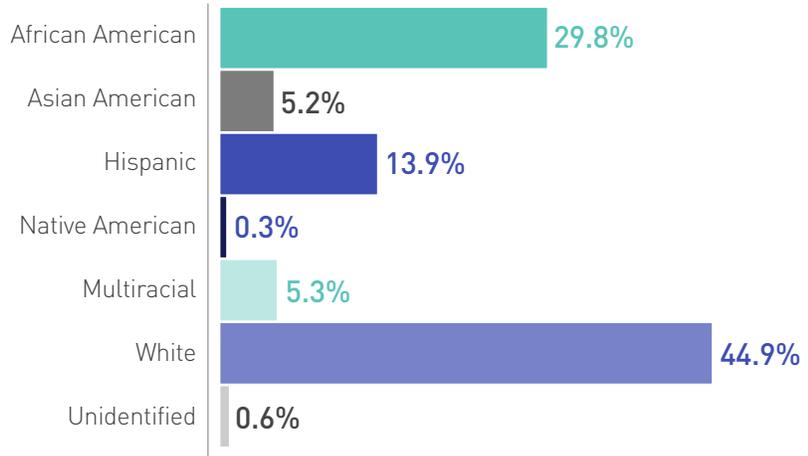


## NEW HIRES

**NEW HIRES BY GENDER**

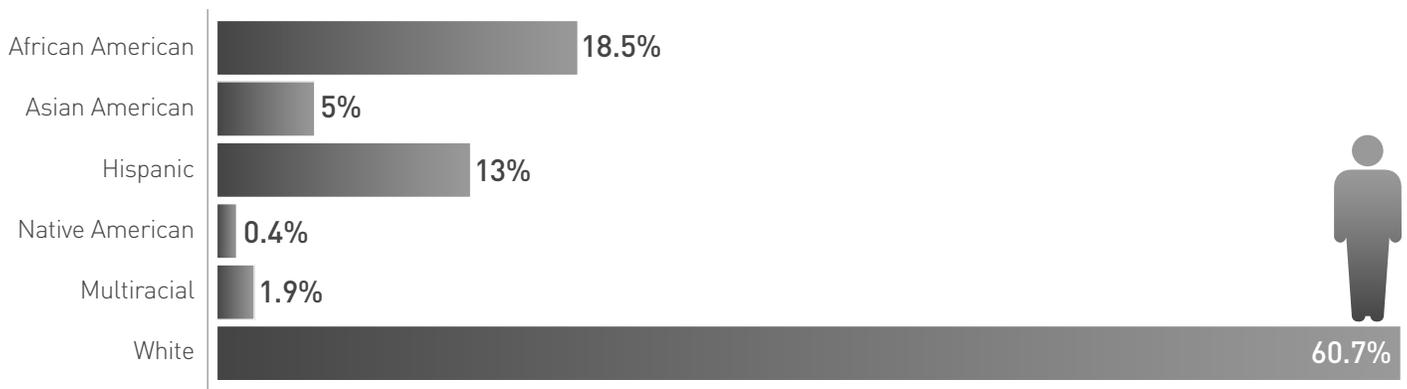


**TOTAL NEW HIRES BY ETHNICITY**

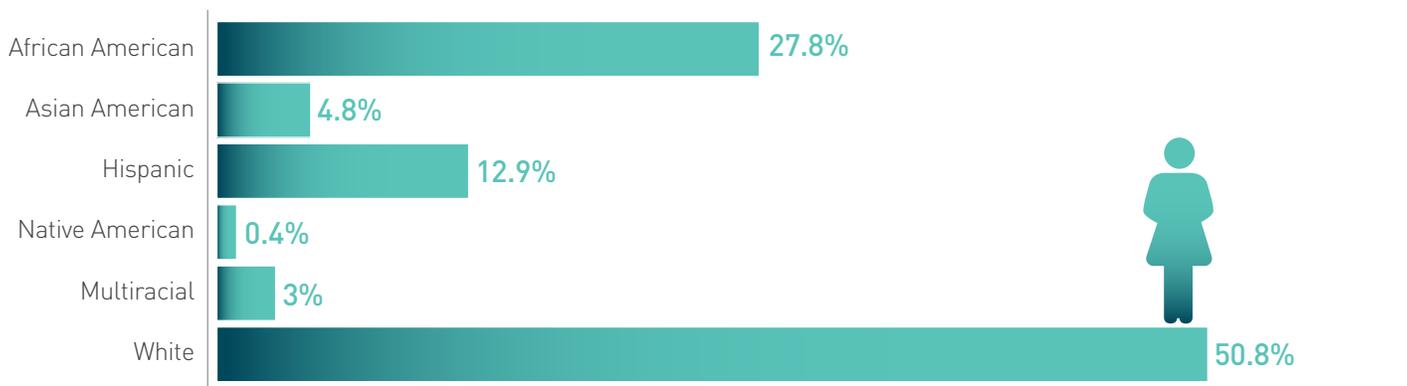


## WORKFORCE BY ETHNICITY AND GENDER

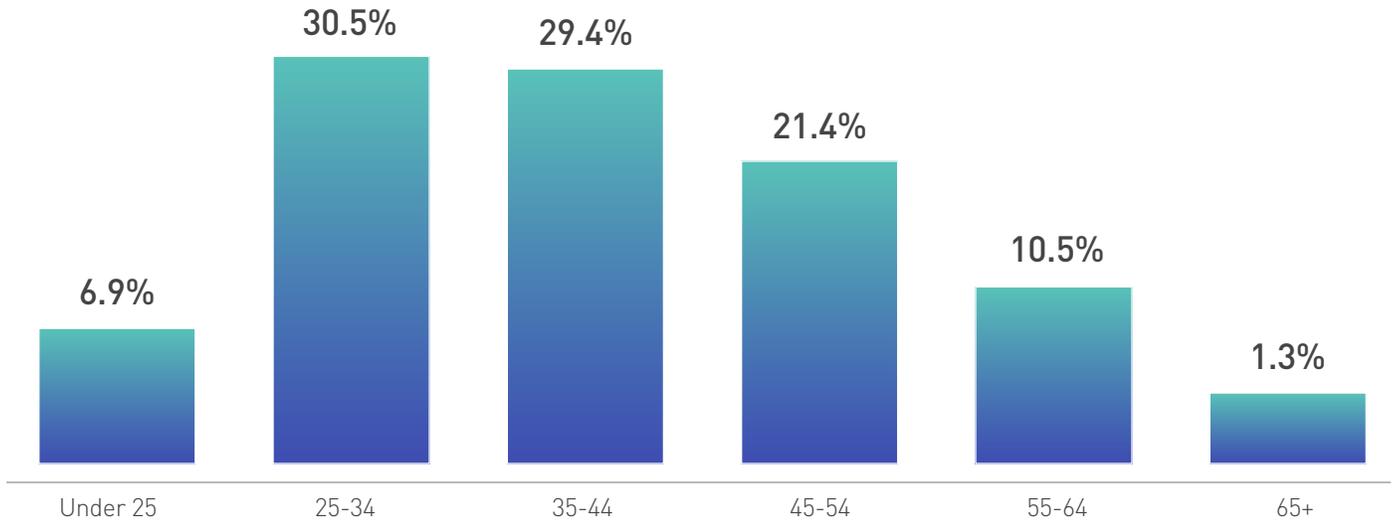
**MALE WORKFORCE BY ETHNICITY\*\***



**FEMALE WORKFORCE BY ETHNICITY\*\***



## WORKFORCE BY AGE

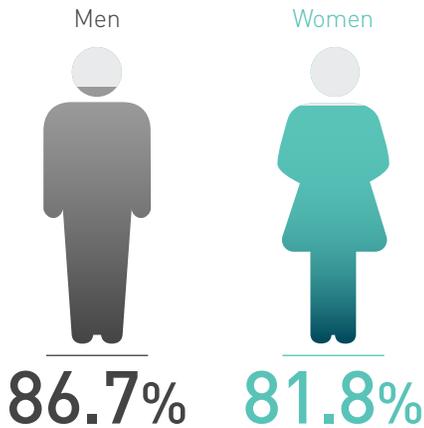


## RETENTION RATE

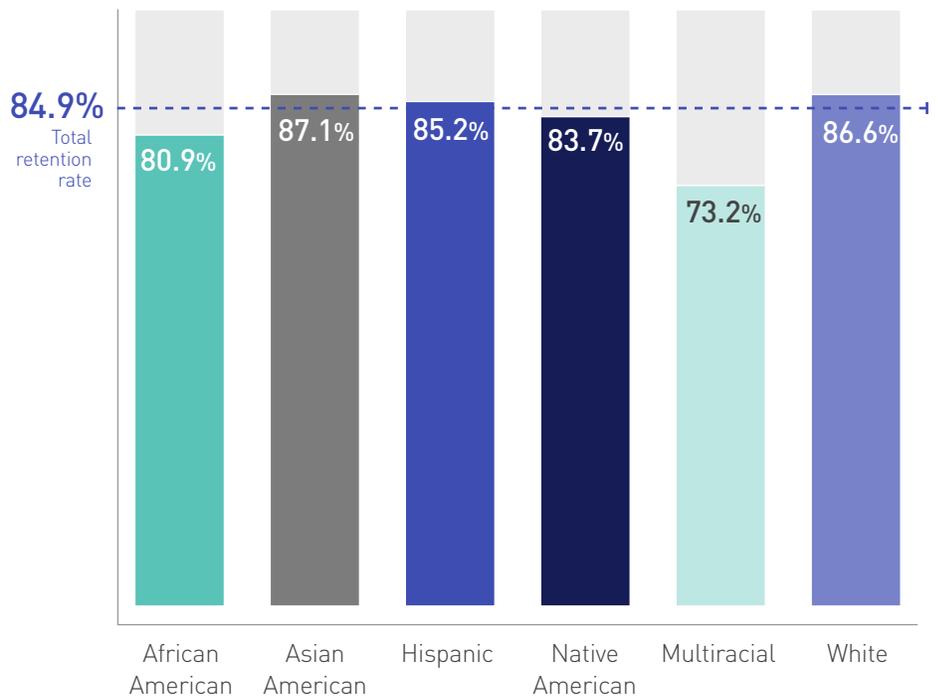
### TOTAL RETENTION RATE



### RETENTION RATE BY GENDER



### RETENTION RATE BY ETHNICITY



Throughout this section, "workforce" refers to full-time U.S. employees as of December 31, 2015. Combined percentage totals may exceed or fall under 100% due to rounding.

These figures do not include Comcast Spectacor.

\*As of year-end 2015, 40% of all management employees were women and approximately 27% were people of color, including 7.8% African American, 8% Asian American, 9.6% Hispanic, 0.3% Native American, and 1.5% Multiracial.

\*\*Unable to quantify for employees who do not identify race **and** gender.

**\$24  
MILLION** 

Comcast Leaders and Achievers® scholarships awarded to approximately 24,000 students since the 2001-02 school year



**25,000+**

Employee volunteer hours since 2008 spent mentoring young people through Big Brothers Big Sisters of America, whose Southeastern Pennsylvania chapter recognized Comcast NBCUniversal with its 2015 Corporate Partner of the Century Award



**\$33.4  
MILLION**

Value of toys donated through the 2015 TODAY Toy Drive, brightening the holidays for millions of disadvantaged children; the annual drive has raised \$430 million in its 22-year history



# OUR COMMUNITIES

Communities thrive on connection. New doors open when people have the resources they need. Schools, neighborhoods, and community centers flourish when individuals and organizations unite behind a common cause.

At Comcast NBCUniversal, we connect people and communities through the power of technology, media, and entertainment, and through our employees' passion for giving back. We open young people's eyes to possibilities through partnerships with organizations like Big Brothers Big Sisters of America, Boys & Girls Clubs of America, and City Year. We band together to serve communities in need through events like Comcast Cares Day. And we build new connections everywhere we go.

Closing the digital divide that isolates millions of low-income Americans is one of our most important community priorities. Internet access opens a world of education, employment, and social opportunities critical to keeping pace in

the 21st century. In 2015, we continued expanding our signature Internet Essentials program to families across the nation, including all children in schools where at least 50% of the student body is eligible for the National School Lunch Program.

We also put the spotlight on improving school environments during Comcast Cares Day, which exemplifies our year-round commitment to service. In Washington, D.C., nearly 340 volunteers gave Charles H. Houston Elementary School a complete makeover — painting walls, building garden boxes, even creating a new welcome sign. All told, more than 100,000 volunteers created lasting change at over 900 community sites on Comcast Cares Day.

# OUR COMMUNITIES ON THE RIGHT SIDE OF THE DIGITAL DIVIDE



*Jonathan Martinez and his family are now connected to the Internet at home as one of 600,000 low-income households that have enrolled in Internet Essentials since 2011.*

Applying for jobs online.  
Video chatting with relatives  
thousands of miles away.  
Finding affordable and  
accessible health care  
options. Writing research  
papers.

Access to the web opens a world of employment, learning, and social opportunities. But for those who can't afford home Internet service or don't know how to use this resource, life on the wrong side of the digital divide can be isolating and discouraging.

Just 18% of U.S. households with incomes at or below \$14,000 — the average annual income of a public housing resident — have a fixed Internet connection at home, according to U.S. Census Bureau data. By contrast, 90% of households with incomes above \$100,000 have home connections. And millions of low-income Americans lack the basic digital literacy skills required to compete for higher-paying jobs.

"If you're not part of the digital world, chances are you're falling behind," says Karima Zedan, Senior Director of Comcast's Internet Essentials broadband access program for low-income families. "Closing this gap is our highest community



"Closing [the digital divide] is our highest community investment priority as a company."

—Karima Zedan,  
Senior Director of Internet Essentials

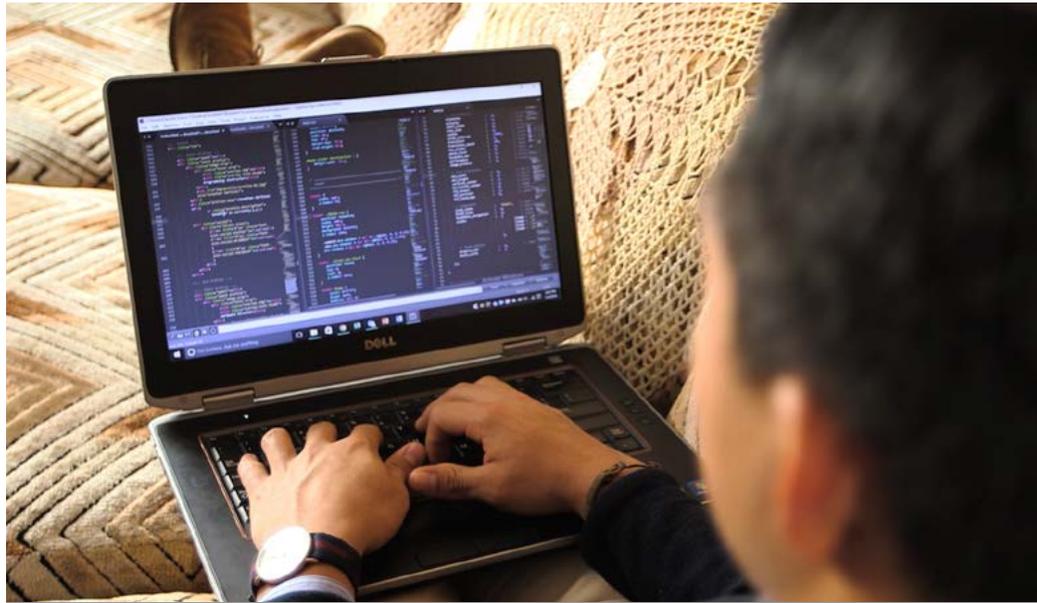
investment priority as a company."

We launched Internet Essentials in 2011 to help bridge the digital divide, offering low-income families affordable high-



**600,000+**

Low-income families connected to broadband service through Internet Essentials since 2011



Affordable home Internet access is helping Jonathan pursue his interest in software development.

speed broadband service and partnering with local school districts and nonprofits to provide digital literacy training. Qualifying households in Comcast's subscription area — which spans 39 states and the District of Columbia — can receive high-speed broadband service for \$9.95 per month.

And we've continued expanding broadband access every year. Internet Essentials added 180,000 new households in 2015, doubled the service's download speed, and launched new pilot programs for low-income senior citizens and community college students.

"Bringing the Internet within everyone's reach is a natural outgrowth of our business, but it means so much more to Comcast," Karima says. "We believe this is a vital resource that people need to thrive in everyday life."

Those people include families like the Martinezes, who emigrated from Mexico to Hammond, Indiana, in 2013. Leuziel Martinez worked a series of low-paying jobs while his wife cared for their four children; they had no room in their budget for Internet service.

Their oldest son, Jonathan, used to spend hours in a booth at McDonald's doing his homework or in the public library rushing through web research in hopes of finishing before it closed.

"When my teachers assigned a research project my sophomore year, I couldn't

"The Internet gives us huge opportunities. Now that we have it, our chances of everything are just greater."

—Jonathan Martinez, 20

think about the work right away. I had to figure out how to get online that night," Jonathan, now 20, recalls. Finding a free WiFi signal was sometimes harder than doing his actual assignments.

"Mom had to bring my two little brothers and sister with us," he says. "Some nights we had to get home before I finished my work, but at that point there was nothing I could do."

Then a family friend told his parents about Internet Essentials, and web access suddenly went from frustrating to empowering.

"The Internet is a huge part of our lives now," says Jonathan, who graduated second in his class from City Baptist High School in 2015. "My brothers and I use it all the time to get our work done

faster. My mom pays our bills online. It even helped my dad find a better job."

After graduation, Jonathan enrolled in Year Up, a nonprofit vocational training program that also helped him land an internship at Allstate Insurance. Working with the company's roadside assistance mobile apps has stoked Jonathan's interest in software development as a potential career.

And his parents, who used to be skeptical about the web, now regularly video chat with relatives in Mexico and search for information online.

"The Internet gives us huge opportunities," Jonathan says. "Now that we have it, our chances of everything are just greater."

Since its inception, Internet Essentials has connected more than 600,000 low-income households — about 2.4 million people in all — to educational, social, and economic opportunities online. Families automatically qualify if they have at least one K-12 student who is eligible for the National School Lunch Program.

In 2015, we extended Internet Essentials to all families with children in schools where at least 50% of households qualify for the National School Lunch Program.



With home Internet access, Jonathan's mother, Dulce Ortiz, is able to keep in close contact with relatives in Mexico.



## PILOT BRINGS AFFORDABLE WEB ACCESS TO SENIOR CITIZENS, STUDENTS

Only 25% of Americans over age 65 with incomes under \$30,000 have high-speed Internet at home, compared with 82% with incomes above \$75,000.

A new Internet Essentials pilot program aims to balance the scales by making online access more affordable — and user-friendly — for underserved senior citizens.

Comcast is offering senior citizens in Palm Beach County, Florida, and San Francisco high-speed broadband service for \$9.95 per month. We're also working with local government and nonprofit partners in these communities to provide digital literacy courses tailored to older users.

"As people grow older, they are more likely to grow socially isolated," says Karima Zedan, Senior Director of Internet Essentials. "Having the web at home lets senior citizens easily communicate with family and friends, access healthcare information and services, and stay involved in their communities."

We launched a second pilot in 2015 for low-income community college students in Colorado and Illinois who qualify for financial aid through Federal Pell Grants.

 [Learn more about Internet Essentials at internetessentials.com](http://internetessentials.com)

We've since lowered this eligibility threshold to 40%, matching the standard for schools to receive federal Title I funding.

Comcast also doubled Internet Essentials' broadband download speed to up to 10 megabits per second last year and began offering a WiFi router to each eligible household at no additional cost. Now, children and their parents can do homework, send email, visit websites, or use social media on multiple devices at the same time.

These enhancements, along with our senior and community college pilots (see sidebar), helped Internet Essentials grow by more than 100,000 households from July through December 2015 — more than in any previous six-month span. "We're constantly asking how we can improve," Karima says.

That includes working with hundreds of community organizations to attack the digital divide from another angle.

"The success of Internet Essentials, which has connected substantially more families to the Internet than all other private sector programs combined, is rooted in its unique wraparound design," says David L. Cohen, Senior Executive Vice President and Chief Diversity Officer

of Comcast. "It addresses all three of the major barriers to broadband adoption — price of the service, price of computer equipment, and most importantly of all, a bucket of digital relevance and literacy issues."

"Digital literacy skills are crucial for anyone who wants to unlock the full value of this incredible tool — to learn, find a job, socialize, and just be more connected with your community," Karima says. Boys & Girls Clubs of America, Big Brothers Big Sisters, the YMCA, and the Police Athletic League are just a few of our partners in this effort.

Karima looks forward to the day when families and communities no longer need Internet Essentials at all.

"I want us to be so effective at connecting underserved people and improving their lives that this program becomes irrelevant," she explains. "Because we would have much lower unemployment, higher school attendance and graduation rates, and more households plugged into healthcare and social services. A greater sense of community and support — that's what Internet access makes possible." ■

# OUR COMMUNITIES A SINGLE DAY, A WORLD OF DIFFERENCE



Nearly 340 volunteers teamed up to beautify Houston Elementary School in Washington, D.C., as part of Comcast Cares Day.

The rows of flowers and the murals lining Charles H. Houston Elementary School in Washington, D.C., are pleasing to visitors. But to the children enrolled here, these splashes of color and creativity mean far more.

“When students come through the front door and see those flowers, look at the artwork, it lets them know our school is a safe place to be,” Principal Rembert Seaward says.

Nearly 340 volunteers from Comcast NBCUniversal, City Year, and 14 other local organizations transformed Houston Elementary last spring as part of Comcast Cares Day. Some painted hallways and doors. Others built planter boxes and a new welcome sign. And some handed out blankets, craft kits, and even peanut butter and jelly sandwiches to local families in need.

In all, Comcast Cares Day volunteers made an estimated \$18,455 worth of improvements at Houston, including repairs and cabling upgrades in its computer labs. “When I think about the number of improvements — and how they all happened in a single day — I’m just overwhelmed,” Rembert says.

**100,000+**  
Record-breaking  
number of employees,  
family members, and  
other volunteers  
who participated in over 900  
service projects as part of  
Comcast Cares Day in 2015



This annual celebration of year-round service united a record 100,000-plus employees, family members, and nonprofit partner representatives for service projects at over 900 sites in 2015. Fueled by our employees’ shared passion for supporting their local communities, Comcast Cares Day generates both immediate results and lasting benefits.

“Comcast Cares Day is a transformative experience,” says Sherri Jurgens, Senior

Director of National Programs for Community Investment at Comcast. “Employees drive Comcast Cares Day from beginning to end — they are our best ambassadors. They appreciate the organizations that have made a difference in their lives, and they want to personally give back.”

One in every eight Comcast Cares Day projects last year focused on renovating local schools to provide a better learning environment for children. Volunteers also helped improve parks, beaches, senior centers, and other community sites across the United States and 21 other countries.

“Comcast NBCUniversal is so immersed in communities, and the people who work there genuinely want to help their neighbors,” says City Year Detroit Executive Director Andrew Stein, who helped coordinate the service day at Houston. “It has a transformational impact on the students as they walk through the door of this school each day.” City Year, an education-focused national service organization and one of our national partners, has supported Comcast Cares Day since 2001. Comcast sponsors teams of City Year AmeriCorps members, who serve as tutors, mentors,

and role models to students in high-need schools across the country, keeping kids in school and on track to graduation.

One of the benefits of Comcast Cares Day is that we can make major improvements quickly. “When you drop 340 people into one school for Comcast Cares Day, you can accomplish a ton,” Andrew says. “It’s more than just cleanup work — these are all things that make kids want to come to school and learn.”

Volunteers are particularly valuable to schools like Houston, which serves about 240 students in a mostly low-income neighborhood. Rembert and his staff put most of their energy into raising academic performance, he says. “There’s no way I could have

accomplished this many projects without somebody like Comcast there to make it happen.”

Comcast also provided a \$25,000 grant that allowed the school to buy 50 new laptops. “Having greater access to technology helps our students see the world differently,” Rembert says. “They’re able to learn more naturally and in ways that excite them.”

This spring, Houston teachers will use the eight garden boxes built on Comcast Cares Day to teach students about urban farming and other subjects. “Long term, the support from Comcast NBCUniversal is a tremendous benefit for every student here,” Rembert says. “It’s made my job a lot easier, and let’s just say our kids are very motivated now.” ■

“When you drop 340 people into one school for Comcast Cares Day, you can accomplish a ton.”  
—Andrew Stein, Executive Director, City Year Detroit

Learn more about Comcast Cares Day at [corporate.comcast.com/comcast-voices/comcast-cares-day-making-change-and-making-history](http://corporate.comcast.com/comcast-voices/comcast-cares-day-making-change-and-making-history)



**4 MILLION+**

Volunteer hours donated through Comcast Cares Day since 2001

ABOVE: Houston Elementary Principal Rembert Seaward accepts a donation from David L. Cohen, Comcast Senior Executive Vice President and Chief Diversity Officer, and Donna Rattley Washington, Area Vice President of Government and Regulatory Affairs for Comcast Cable. RIGHT: Volunteers of all ages pitch in during Comcast Cares Day.



## EMPLOYEE'S COMMUNITY GARDEN GETS NATIONAL ATTENTION

Planting a few vegetables in his New Jersey backyard seven years ago, Comcast network engineer Harry Behrens hoped only for enough produce to share with an elderly neighbor on food stamps. His modest garden has since grown into Impact Harvest, a nonprofit food bank serving hundreds of low-income families in the Vineland, New Jersey, area. His vision for a well-fed community led *FORTUNE* magazine to select Henry as one of its 2015 "Heroes of the 500," which honored 55 employees at America's largest companies for their community service. Learn more at [corporate.comcast.com/news-information/news-feed/meet-harry-behrens-fortune-500-hero-for-fighting-hunger](http://corporate.comcast.com/news-information/news-feed/meet-harry-behrens-fortune-500-hero-for-fighting-hunger) →



## NASCAR DRIVER CHAMPIONS LIFESAVING WORK

When his mother died of a brain aneurysm in 2011, Joey Gase, just 18 at the time, found solace in donating her organs — a decision that improved 66 people's lives. Joey continues to tirelessly promote organ donation as a driver in the NASCAR XFINITY Series, work that won him our inaugural Comcast Community Champion of the Year Award in November. Created to honor NASCAR team members' charitable work, the award included a \$60,000 contribution in Joey's name to the Iowa Donor Network. Learn more at [corporate.comcast.com/news-information/news-feed/joey-gase-receives-inaugural-comcast-community-champion-of-the-year-award](http://corporate.comcast.com/news-information/news-feed/joey-gase-receives-inaugural-comcast-community-champion-of-the-year-award) →



## KIDS GET INSIDE PEEK AT BIG LEAGUE CAREERS

Comcast and NBC Sports Group gave 150 Boys & Girls Clubs of America (BGCA) members an up-close look at the people and technology behind some of America's biggest sporting events — uncovering exciting new career paths for BGCA youth. Club members engaged with the producers, directors, engineers, and designers behind *Sunday Night Football*, *Football Night in America*, our live broadcasts of the NASCAR XFINITY series, the Stanley Cup Final, and Super Bowl XLIX. Learn more at [corporate.comcast.com/news-information/news-feed/insideci-kids-learn-about-the-technology-behind-nbc-sports](http://corporate.comcast.com/news-information/news-feed/insideci-kids-learn-about-the-technology-behind-nbc-sports) →



## TRACING THE SUCCESS OF AFRICAN AMERICAN INNOVATORS

The story of innovation in African American communities is often overlooked. Last February, we sparked new conversations on diversity by bringing together inspirational voices from African American innovators in technology and entertainment. In a two-part panel moderated by MSNBC host Touré, contributors shared their journeys, provided targeted advice, and highlighted the progress already made by African Americans in these industries — inspiring a new generation of potential innovators in the process. The panels were live-streamed online through XFINITY's Celebrate Black TV website, which also celebrated historic firsts in the African American community throughout February. Learn more at [corporate.comcast.com/news-information/news-feed/in-honor-of-black-history-month-comcast-celebrates-innovators-making-waves-in-the-african-american-community-and-beyond](http://corporate.comcast.com/news-information/news-feed/in-honor-of-black-history-month-comcast-celebrates-innovators-making-waves-in-the-african-american-community-and-beyond) →



## HISPANIC STUDENTS PICK UP STEAM

Jobs in science, technology, engineering, arts, and math (STEAM) are projected to increase by 17% in the coming years, yet only 7% of graduates in science and engineering are Hispanic. Telemundo is working to change the equation through its *Aprender es Triunfar* (Learning is Succeeding) initiative, which partnered with Excelencia in Education, the Society of Hispanic Professional Engineers, and the Smithsonian Latino Center in 2015 on a yearlong campaign to get students and parents more involved in STEAM education. Our partnership reaches Hispanic families through monthly news segments, community forums, public service announcements, and online content. Learn more at [learningissucceeding.com](http://learningissucceeding.com) →

40   
MILLION+

Viewers reached during NBCUniversal's Season of Kindness initiative in December, representing 13.7% of the U.S. population; Season of Kindness encouraged viewers to share small acts of kindness and generosity through #ShareKindness



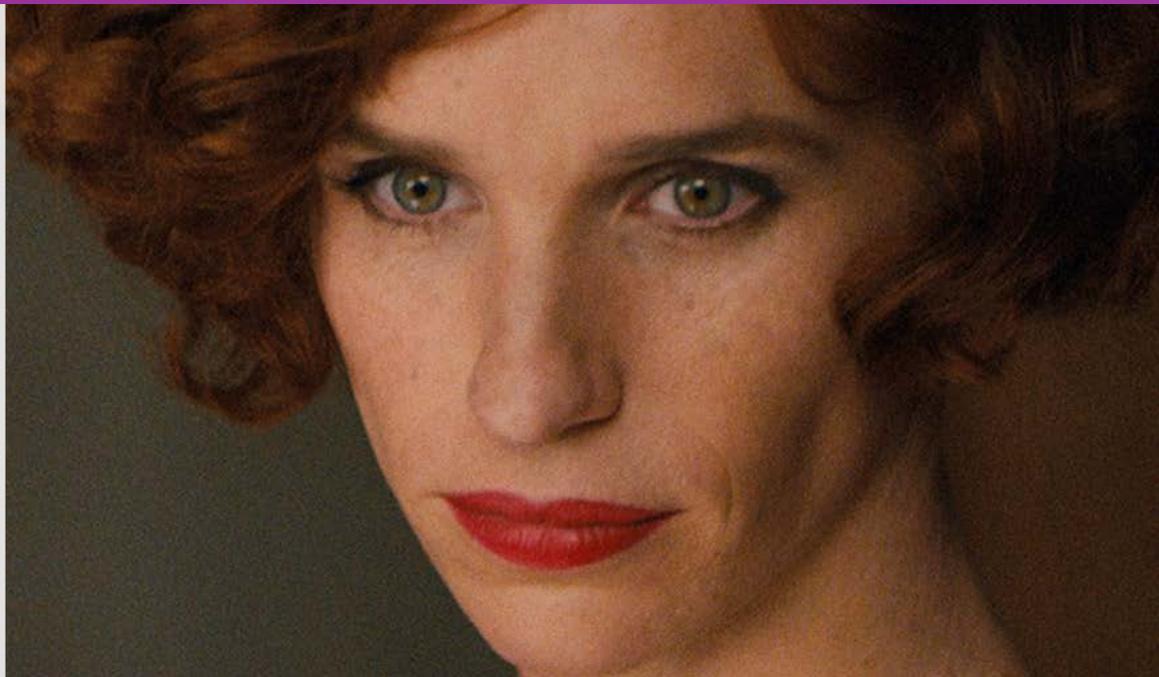
NEARLY  
12,000

Combined hours of diverse On Demand and online programming — a 70% increase over 2014 and more than 1,100% greater than 2010



23  
Environmental Media Association Green Seals

received by NBCUniversal in 2015, our highest total ever and more than any other studio that year; our 2015 accomplishments included nearly tripling the use of LED set lighting on NBCUniversal shows produced on the Universal Studios lot



# OUR STORIES

Stories hold power. They inspire and educate. They reflect the world as it is and shape it for the better. At Comcast NBCUniversal, we have a rich and far-reaching platform, and we use it to entertain and captivate — and to focus attention on issues that matter. We raise awareness of what's happening in local and national communities and invite people into the conversation. Our unmatched ability to reach viewers worldwide helps us inspire action and collective change on a global scale.

In turn, our audiences inspire us. They're on the front lines of change, teaming up with other people in their communities to tackle educational, health, and social justice challenges. Through our news coverage, stories, and global campaigns, we empower our audiences to act on their passions.

We pride ourselves on telling authentic stories that resonate with wide-ranging audiences. In 2015, we continued bringing diverse perspectives to the screen through critically acclaimed films like *Straight Outta Compton* and *The Danish Girl*, and highly rated television shows like *Superstore* and *The Carmichael*

*Show.* Relatable and real, the films and programs reflect our belief that diversity and great storytelling go hand in hand.

We also used the power of media and entertainment to mobilize action in communities across the country — including helping to adopt nearly 20,000 pets in a single day through our Clear the Shelters initiative, teaming up with national partners and viewers to fight child poverty during our Red Nose Day broadcast, and taking a stand against bullying with our award-winning Characters Unite public service campaign.

OUR STORIES

GOOD STORYTELLING  
POWERS PUSH FOR  
MORE DIVERSITY  
IN FILM, TV



Jerrod Carmichael and Amber Stevens West costar in *The Carmichael Show*, an NBC comedy series about a highly opinionated family dealing with topics such as religion, gentrification, and police protests.

Diversity and inclusion have always been priorities at Comcast NBCUniversal. As the company's culture has evolved, we've put a greater emphasis on bringing diverse stories to the big and small screen — and empowering the writers, directors, and other creative talent who tell them.

"We're not afraid to make movies that appeal to different demographics as long as the stories are good," says Donna Langley, Universal Pictures Chairman. "If we build them, they will come."

Our track record over the past year speaks for itself. Universal Pictures brought in an industry high of \$6.7 billion in 2015, powered by notably diverse films. *Furious 7* had one of the biggest opening weekends in history in April, with the franchise's latest installment — and its diverse cast — reaching an audience that was 75% people of color. *Straight Outta Compton* became the highest-grossing film from an African American director in American film history.

*Pitch Perfect 2*, which featured a female cast and director, brought in \$70.3 million in its debut weekend. And *The Danish Girl*, which received a GLAAD Media Award nomination for outstanding

"We're not afraid to make movies that appeal to different demographics as long as the stories are good. If we build them, they will come."

—Donna Langley,  
Chairman, Universal Pictures

film, made waves by bringing the story of one of the world's first known recipients of gender reassignment surgery to movie theaters.

On the small screen, shows like *Superstore*, *The Carmichael Show*, *Shades of Blue*, *Telenovela*, and the three-hour

telecast event *The Wiz Live!* have won praise for the diversity of their casts and for sharing stories that help connect us regardless of our backgrounds and experiences.

“We’re looking for the best storytellers out there, and we want those storytellers to accurately represent our world today,” says Jennifer Salke, President of NBC Entertainment.

On-screen diversity is good business. It’s proven to be a big draw at the box office and in ratings. It helps us stay culturally relevant among younger audiences, for whom a broader understanding of race, gender, and sexual orientation is increasingly the norm. And supporting diversity behind the scenes gives us access to exciting new talent.

But more than that? It’s just good storytelling.

“It’s never about meeting a quota,” Donna says. “It’s about looking for quality. I look for the types of stories I’m interested in seeing on-screen.”

Karen Horne, who oversees our pipeline efforts to bring diverse new voices to our television productions as Senior Vice President of Programming Talent Development and Inclusion for NBC Entertainment and Universal Television, agrees. “We’ve found that the contributions that diverse voices bring to a story help us create more compelling entertainment and spark more meaningful conversations,” she says. “It makes us better content producers

and richer storytellers.”

On-screen diversity also makes stories relatable to wider audiences. It’s no small thing for people from all cultures and communities to see themselves represented in film or TV.

One of the most powerful outlets for diverse storytelling is reality television, precisely because it’s unscripted and depicts the lives of real people.



“We’re looking for the best storytellers out there, and we want those storytellers to accurately represent our world today.”

— Jennifer Salke,  
President, NBC Entertainment

ABOVE: *Straight Outta Compton* topped \$200 million worldwide at the box office in 2015, the highest-grossing film ever for an African American director. TOP RIGHT: Featuring a diverse cast, *Superstore* stars Nico Santos, America Ferrera, and Nichole Bloom as employees at a big-box megastore.

In July, E! launched the docuseries *I Am Cait*, chronicling the life of Caitlyn Jenner. Each episode raises awareness of the issues and challenges facing the transgender community, in addition to highlighting nonprofits and crisis hotlines that focus on LGBT issues. Resources include GLAAD, the Trevor Project, Human Rights Campaign, PFLAG, and more.

And Oxygen's series *The Prancing Elites Project* attracted 1.13 million viewers on its premiere night by profiling a group of five gay and gender-nonconforming African American dancers from Mobile, Alabama. Its sleeper success made it the NBCUniversal-owned cable network's highest-rated new series of 2015 in all key demographics.

"Our diverse lineup of original scripted and unscripted content speaks to an equally broad and diverse audience," says Jeff Wachtel, Chief Content Officer of NBCUniversal Cable Entertainment and President of Universal Cable Productions and Wilshire Studios. "Whether our viewers are tuning in to E!, Oxygen, Bravo, USA, or Syfy, we want

them to see reflections of themselves and their personal experiences in the stories we tell."

In addition to telling more inclusive stories in our films and television programs, we're serving more audiences in other platforms. NBCNews.com features verticals dedicated to black, Latino, and Asian American news. We also developed special XFINITY



programming to commemorate Black History Month, including films like *Malcolm X* and *The Great Debaters*.

And we expanded our *His Dreams, Our Stories* series commemorating Dr. Martin Luther King, Jr.'s 1963 March on Washington. The series has evolved into an award-winning multimedia project titled *Voices of the Civil Rights Movement*.

Diverse content matters because it reflects who we are as a culture. Just as importantly, people want it.

"When my kids watch TV, they don't think about diversity," says NBC's Jennifer Salke. "All they see are characters and stories that feel real to them because they live in a world where people are all different colors and where it's normal to have two moms or dads. When I think about our industry 10 years in the future, I'd like to think that what we now call diversity will be a given, and that the content we produce will accurately represent the best version of the world in which we live." ■



ABOVE: *The Prancing Elites Project* follows a gender-nonconforming dance troupe out of Mobile, Alabama. TOP RIGHT: The E! documentary series *I Am Cait* deals with Caitlyn Jenner's experiences following her gender transition.



23

GLAAD Media Award nominations in 2015, recognizing NBCUniversal for its inclusive representations of the lesbian, gay, bisexual, and transgender communities

OUR STORIES

# CLOWNING AROUND FOR A CRITICAL CAUSE



*The cast of Game of Thrones joined Coldplay for "Game of Thrones: The Musical," a sketch that aired during the three-hour Red Nose Day charity special in May.*

"What can we do that others can't?" asks Paul Telegdy, repeating a question that comes up often in the offices of Comcast NBCUniversal.

"The truth is, we're unique," says Paul, President of Alternative and Late Night Programming at NBC Entertainment. "We're on 24 hours a day and have a storytelling platform that reaches millions of people on a weekly basis. We can use our platform to entertain, connect, and mobilize our viewers for extraordinary causes."

That's exactly what we did in late May when we broadcast the inaugural Red Nose Day charity event in the United States, which used the power of media and entertainment to raise more than \$23 million to help lift children and young people out of poverty in the U.S. and some of the poorest communities in the world. Inspired by the enormously popular U.K. version, the event brought together some of Hollywood's biggest stars, including entertainers like Jimmy Fallon, Pharrell, Blake Shelton, Julia Roberts, Michelle Rodriguez, Gwyneth



**\$23 MILLION+**

Amount raised  
during Red Nose Day  
to help lift children out of poverty

Paltrow, Neil Patrick Harris, Jack Black, Coldplay, Reese Witherspoon, and many more.

And Paul, a former BBC executive, was in the middle of it all. In fact, it was his resolve that helped bring the event to the United States in the first place — with help from NBCUniversal leadership and partners.

Created by writer/director Richard Curtis, the original Red Nose Day event has been a U.K. mainstay for nearly 30 years — a partnership between Comic Relief U.K. and the BBC. The premise is simple: Use mass media, star power, and humor to inspire viewers to give. However, creating a U.S. version meant facing an issue of scale. With 320 million people and multiple time zones, it would take a powerful broadcast partner and unwavering commitment to make the fundraising event succeed.



“We’re on 24 hours a day and have a storytelling platform that reaches millions of people on a weekly basis. We can use our platform to entertain, connect, and mobilize our viewers for extraordinary causes.”

—Paul Telegdy,  
President of Alternative and Late Night  
Programming, NBC Entertainment



Red Nose Day reached an audience of more than 4 million and raised \$23 million to fight child poverty.

“Activism is not only meaningful for us, but it’s intrinsic to NBCUniversal’s role as a broadcaster,” Paul says. “There’s strong recognition from the top that we can do so much more than entertain. So when the idea came up, our leadership simply asked, ‘What do we need to pull this off?’”

Our partnerships were key. We worked closely with Comic Relief, Inc., to organize the broadcast. By spotlighting A-list celebrities and leveraging our partnerships with retailers and nonprofits such as Walgreens, Mars, and the Bill & Melinda Gates Foundation, we brought “red noses” into the American consciousness and inspired everyone to join in on the action.

The \$23 million raised went to 12 charities that focus on children’s education, healthcare, and safety, including Oxfam and Save the Children, Boys & Girls Clubs of America, United Way, National Council of La Raza, and National Urban League. Funds were dedicated to projects in the U.S., Africa, Asia, and Latin America.

With the force of NBCUniversal behind it, Red Nose Day became the most-talked-about charity special of the 2014/15 TV season on social media, with 149,000 tweets. Celebrity sketches like “*Game of Thrones: The Musical*” and emotional documentary segments helped Red Nose Day reach a broadcast audience of more than 4 million.

“The success of this event goes to show that when we can utilize the full power of our organization and use every ounce of muscle to focus public sentiments on important issues, we can create incredible change,” Paul says. ■

[nbc.com/the-red-nose-day-special](http://nbc.com/the-red-nose-day-special) and [rednoseday.org](http://rednoseday.org)

OUR STORIES

# NBCUNIVERSAL NEWS STATIONS FIND HOMES FOR 20,000 PETS



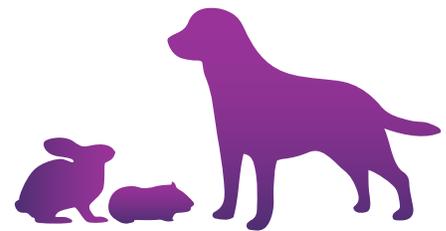
*NBCUniversal news stations and partners helped thousands of families adopt pets during the one-day Clear the Shelters initiative.*

One day. Almost 20,000 pets. All adopted into new homes — thanks to the power and reach of media.

On August 15, 2015, NBCUniversal-owned television stations gave a huge menagerie of dogs, cats, lizards, rabbits — even a potbellied pig named Channing Tatum — a second chance through the Clear the Shelters initiative. Thanks to the work of NBC- and Telemundo-owned stations and partners across the country, the campaign emptied shelters in dozens of markets, delighted thousands of families, and demonstrated how our local stations are in touch with the needs of their communities.

Summer months are hard on animal shelters, which quickly reach peak capacity with new litters and abandoned pets. Clear the Shelters addressed the strain that overcrowding can put on animal welfare facilities, many of which struggle to feed, house, and care for the new additions.

“This was the first thing we tried to do as an entire division,” says Valari Staab,



**19,142**

Number of animals that found safe, permanent, and loving homes through the Clear the Shelters initiative

President of NBCUniversal Owned Television Stations. “And it felt like the right cause. Uniting our stations and balancing the needs of our communities with our needs as a broadcaster isn’t an easy thing to do. But now we have a great blueprint going forward.”

Clear the Shelters started as a North Texas initiative in 2014, as the Dallas-



Fort Worth NBC and Telemundo stations partnered with shelters throughout the region on a one-day adopt-a-pet campaign. At the end of the day, more than 2,200 animals found homes — the most ever adopted in a single day in North Texas. The runaway success of the event inspired NBCUniversal-owned stations across the country to take up the cause.

In 2015, 28 local NBC and Telemundo television stations, as well as New England regional news network necn, partnered with more than 400 shelters on the initiative. We publicized the event on air during newscasts, with previews leading up to the event and live shots on the big day. We also engaged viewers online and via social media to raise awareness. Participating shelters extended their hours, offered no-cost or reduced-fee adoptions, or waived the costs of spaying and neutering in honor of the day.

National shows like *TODAY*, *NBC Nightly News with Lester Holt*, *Extra*, and *MSNBC's Morning Joe* also covered the campaign, with celebrities like Mario Lopez, Ellen DeGeneres, and Sarah Michelle Gellar joining in on social media.

The combined efforts resulted in a tsunami of interest, with families lining up in communities around the country to take home new companions. By the



NBC- and Telemundo-owned stations partnered with more than 400 shelters for the Clear the Shelters initiative. They covered the event on programs like *TODAY*, *Extra*, and *NBC Nightly News with Lester Holt*.



end of the event, many shelters had run out of adoptable animals — a rarity in the summer months. A 30-minute post-adoption-day special hosted by *TODAY*'s Natalie Morales aired a week later on all NBC-owned stations and on 107 NBC affiliate stations across 93 markets. The Telemundo stations also aired a special hosted by Elva Saray, of Telemundo 52 Los Angeles-KVEA's daily entertainment show *Acceso Total*, and Jessica Carrillo, host and reporter for Telemundo's *Al Rojo Vivo*.

The event's success came down to two factors: We reach large-scale audiences

across our multiple platforms, and we are personally invested in the communities where we live and work.

"Animals have always been an important part of my life," Valari says. "I know well the great contribution their love makes to a family. I'm so proud that our stations could pull this off."

"Clear the Shelters is an example of how together we can rally to save deserving animals and make a positive impact in our communities." ■

[Learn more about Clear the Shelters at cleartheshelters.com](http://cleartheshelters.com)



## SUPPORT FOR FILMMAKERS AIMS TO PUSH SOCIAL CHANGES

We continued giving female directors a powerful new platform in 2015 as a major sponsor of the AFI Conservatory Directing Workshop for Women, part of our ongoing partnership with the American Film Institute (AFI). The tuition-free postgrad program trains promising female directors in narrative filmmaking, culminating in short personal film projects — and increased visibility in the male-dominated film industry. We also provided \$125,000 to AFI DOCS, an international film festival that shines a light on projects that promote social change. Our contribution funded grants to filmmakers and the Impact Lab, a two-day educational program to help filmmakers develop community advocacy plans for their films. [Learn more at \*\*afi.com/dww/\*\*](http://afi.com/dww/) and [afi.com/afidocs/](http://afi.com/afidocs/) →



## NFL STARS JOIN USA NETWORK TO SPEAK OUT AGAINST BULLYING

NFL superstars delivered a powerful message to young fans in USA Network's *NFL Characters Unite*, a film that profiled players who act as mentors to kids facing bullying and discrimination. Part of our award-winning Characters Unite public service campaign, the project included a partnership with the YMCA to create a student activity guide, screenings across the country, and a special at Super Bowl XLIX in February to help stop bullying and promote respect. Other 2015 campaign highlights included February's Characters Unite Month celebration, the Characters Unite Film Series premiere of *Glory* in commemoration of Black History Month, and the Characters Unite Awards, which honored 10 unsung heroes for their efforts to improve lives and strengthen communities. [Learn more at \*\*charactersunite.com/programming/nfl/overview\*\*](http://charactersunite.com/programming/nfl/overview) →



## CAMPAIGN LEADS FIGHT AGAINST FOOD WASTE

Roughly 40% of all food in the U.S. ends up in landfills, and the average American family spends more than \$2,000 on groceries they don't eat. We helped ignite a new conversation on food waste — including tips on how to waste less, shop wiser, and make food last longer — through our multiplatform #NoFoodWasted campaign. Part of NBCUniversal's Green Is Universal initiative, which focuses on bringing an environmental perspective to our business, the April campaign raised awareness during Earth Week through social media messaging, educational programming, and partnerships with local food trucks. [Learn more at \*\*greenisuniversal.com/blog/earth-week-15/nofoodwasted-this-earth-week-help-reduce-food-waste/\*\*](http://greenisuniversal.com/blog/earth-week-15/nofoodwasted-this-earth-week-help-reduce-food-waste/) →



## MSNBC PARTNERS FOR GOOD TO FIGHT POVERTY

We put the strength of our cross-country media platform behind Global Citizen, a growing community of people taking action to fight extreme poverty and inequality around the world. We provided airtime for public service announcements promoting Global Citizen, and MSNBC for a second year served as exclusive broadcast sponsor of the Global Citizen Festival in New York City. Held September 26 in Central Park with 60,000 people in attendance, the annual festival featured performances by Pearl Jam, Beyoncé, Ed Sheeran, and Coldplay. Our live broadcast attracted 4.7 million viewers and reached millions through social media. [Learn more at \*\*msnbc.com/global-citizen\*\*](http://msnbc.com/global-citizen) →



## K.I.N.D.-HEARTED HELP FOR MALAWIAN STUDENTS

Nearly 500,000 students in Malawi can now do their homework on desks, rather than sitting on dirt or hard cement floors, thanks to a fundraising campaign created by MSNBC commentator Lawrence O'Donnell and the U.S. Fund for UNICEF. The K.I.N.D. (Kids in Need of Desks) Fund has raised more than \$10.6 million since 2010 to furnish classrooms with desks in the southeast African nation. K.I.N.D. also provides scholarships for Malawian girls to attend secondary school. [Learn more at \*\*msnbc.com/kind-fund\*\*](http://msnbc.com/kind-fund) →

**15.3**   
**MILLION**

Gallons of fuel saved since 2010 through our use of fuel-efficient vehicles, GPS technology, and self-install options for our customers

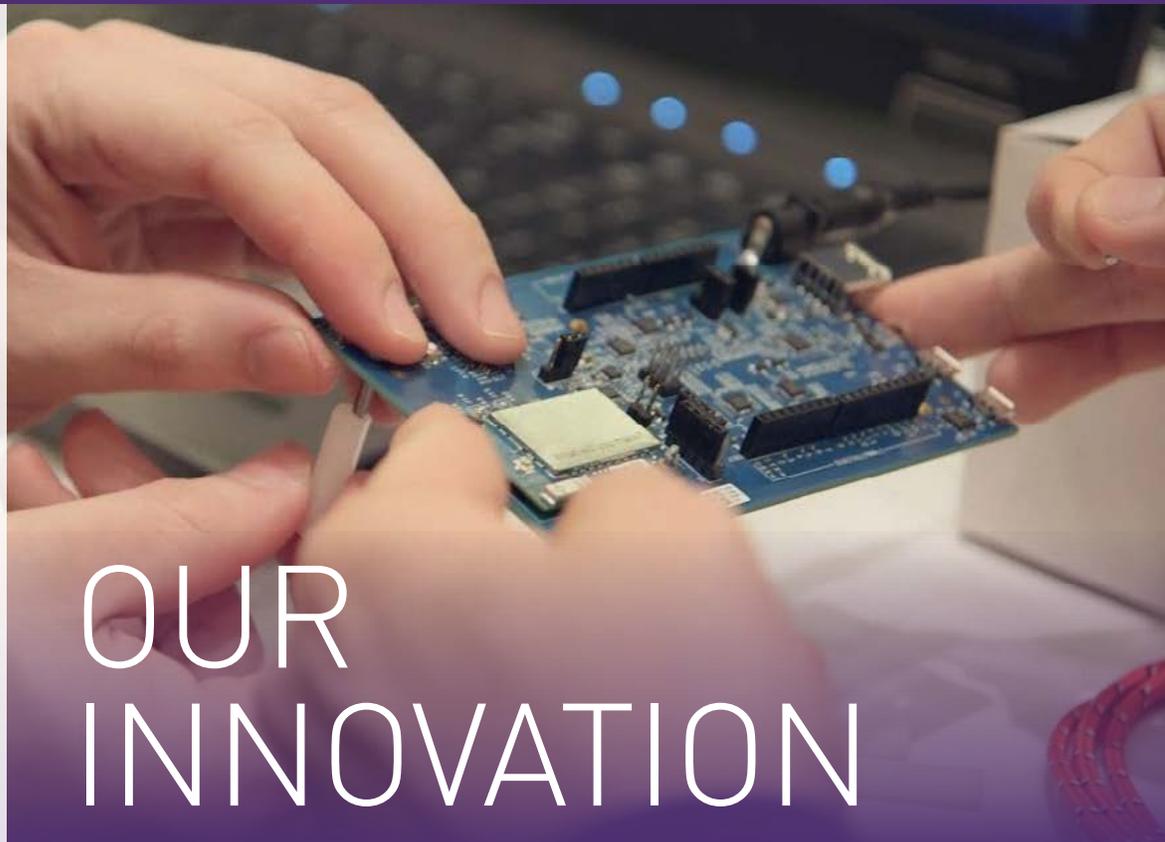


**8 MILLION+**

Pounds of e-waste recycled by Comcast in 2015, including batteries, cables, cords, splitters, and taps



Patents granted to Comcast in 2015, our sixth consecutive year-over-year increase



# OUR INNOVATION

Innovation drives us to imagine the future, shape the world in new ways, and see opportunities where others haven't. It sparks new possibilities for our customers, our communities, and our business. At Comcast NBCUniversal, innovation brings out the very best in us — inside and outside our walls.

As a company fueled by an entrepreneurial spirit, we know the spark of innovation can start anywhere, anytime. So we encourage our employees to pursue what's next, from advancements that delight our customers to projects that move entire communities forward. And we partner with entrepreneurs who are the next generation of influencers in our society.

2015 was an inspiring year for innovation at Comcast NBCUniversal. We connected with a new generation of startups in several cities to help them harness the social and economic value of a vibrant entrepreneurial culture. Leading startups and entrepreneurs took part in our Innovations 4 Entrepreneurs competition, exploring new ways to integrate technology into their businesses.

And energy-saving initiatives across our businesses demonstrated the vital relationship between sustainability and innovation.

NBCUniversal launched its first Open Possibilities partnerships with social entrepreneurs, startups, and other organizations. Partnerships included the Millennial Trains Project, an organization that takes young entrepreneurs on cross-country journeys to meet local city leaders and other prominent mentors while building and developing project ideas to address social issues in communities.

Together, these actions reflect our belief that a culture of innovation and for innovation is a powerful force for growth and change.



# OUR INNOVATION CONNECTING A NATION OF INNOVATION

*Denver is home to the Commons on Champa, which Comcast helped establish last May. The 20,000-square-foot innovation hub and event space is geared toward budding entrepreneurs.*

Every entrepreneurial journey starts somewhere. In the case of many aspiring Denver entrepreneurs, that somewhere is now the Commons on Champa, a cutting-edge innovation hub and public event space in downtown Denver.

Opened in May, the 20,000-square-foot public campus is a spirited gathering place for creators, business builders, and innovators. Budding entrepreneurs use it to learn, share ideas, and launch new businesses, supported by free and low-cost resources and services that include events, programming, mentorships, and online resource guides.

Comcast’s technology infrastructure helps fuel much of the on-campus creativity. Through a partnership with the city of Denver, the Colorado Technology Association, the Downtown Denver Partnership, and others, we provided a superfast Multi-Gig Internet environment with fiber connectivity, full access to the X1 Platform™, unlimited WiFi and Internet access, and interactive video and conferencing technologies.

It’s a space with mile-high aspirations, but the goal for Comcast NBCUniversal is grounded in tangible thinking. It’s

“We want to create a signature space for technology, expertise, and innovation.”

—Michael Soileau,  
Vice President of Competitive  
Planning and Strategy, Comcast

easier to create the next big idea if you have the full support of the innovation community, and thinking forward together helps us prepare for the future.

“We want to create a signature space for technology, expertise, and innovation,” says Michael Soileau, Vice President of Competitive Planning and Strategy for Comcast. “We also want to create ongoing engagement with community

thought leaders in a collaborative space. We believe it's good for our business, good for local communities, and good for our cities."

Comcast NBCUniversal encourages innovation throughout our business, and 2015 was the year we put a stake in the ground for entrepreneurship in our communities. From young technologists and promising startup businesses, to public facilities in some of our most forward-thinking cities, we invested in and fostered innovation in all forms and places.

Michael and his team are building on the initial Denver project by partnering with four additional cities — Philadelphia; Chicago; Nashville, Tennessee; and New Haven, Connecticut — on similar infrastructure initiatives. The projects focus on strategic technology and community investments that drive economic development in these cities.

Other national efforts include partnerships like the Colorado Innovation Network, which leads and collaborates on programs, events, and initiatives that will drive Colorado's innovation community. We are also

a marquee sponsor of Chicago Ideas Week, a week-long communion of thinkers and instigators sharing ideas.

In 2015, Chief Business Development Officer Sam Schwartz deepened our relationships with the local and national startup community by recruiting Danielle Cohn as our first Senior Director of Entrepreneurial Engagement. Danielle is our company's startup advocate, and her team is developing ongoing engagement and programming opportunities in startup communities nationwide.

Last year, Danielle led efforts to engage with more than 1,000 technology entrepreneurs and startups for Comcast NBCUniversal. That's 1,000 potential partners, contributors, vendors, or employees — all with innovations they believe will shape the future.

"As a technology company, we're always on the lookout for new, unique, and exciting partners, ideas, and products," says Sam. "We are truly passionate about supporting the next generation of founders through mentoring, partnerships, and other valuable relationships and resources."

Danielle says that when startups and entrepreneurs thrive, it does more than just give their ideas and products a boost. The communities around them begin to thrive as well. "We've seen the ability of technology, innovation, and entrepreneurship to make lasting, positive change," she says. "That's the power of the startup culture. After all, Comcast began as a startup, too. We want to encourage that drive in others."



"We firmly believe that the next great ideas and technology leaders can come from anywhere."

—Danielle Cohn,  
Senior Director of Entrepreneurial  
Engagement, Comcast

ABOVE: Comcast helped launch the Commons on Champa in Denver with programs for aspiring entrepreneurs to learn leadership and business-building skills and connect with the community's most successful business leaders, innovators, and funders. TOP RIGHT: Comcast provided the technology infrastructure, including unlimited WiFi and conferencing technologies, for the Commons on Champa.



*Comcast NBCUniversal engages with the entrepreneurial community to support and encourage new ideas and products.*



“We are truly passionate about supporting the next generation of founders through mentoring, partnerships, and other valuable relationships and resources.”

—Sam Schwartz,  
Chief Business  
Development Officer, Comcast

The Tomorrow Tour is a shining example of our work to spark entrepreneurial innovation. In 2015, we laid the foundation for this groundbreaking multicity tour to amplify startup communities in the cities we serve. Important outcomes will include extensive research, reporting, and video documenting the startup scene in each city, and a free Entrepreneurs Resource Guide for early-stage startups.

In our hometown, we engage consistently with the local technology community through events, conferences, and partnerships with Philly Startup Leaders and Startup PHL, among others. As lead sponsor of Philly Tech Week, we celebrate and promote innovation, entrepreneurship, and dynamic career opportunities across the region. We open up our Comcast Center headquarters to host seminars, workshops, and resource events for aspiring technologists and entrepreneurs.

Some of these entrepreneurs are looking for Comcast business opportunities. Some are looking for employment. And some are simply partners in innovation — visionaries whom we want to support and encourage. To provide an easy point of entry for startups, we launched ComcastPartner.com, which showcases some of the ways we support entrepreneurs.

“We firmly believe that the next great ideas and technology leaders can come from anywhere,” Danielle says. “They can come from any neighborhood in the cities we serve, or they can come from people sitting in a living room watching television. But wherever they come from, their innovations are going to power cities and move entire economies forward. That’s why we’re doing this.” ■

OUR INNOVATION

# THE NEXT GENERATION OF ENTREPRENEURS



*The three-day PennApps collegiate hackathon hosted by Comcast gave 2,000 of the world's top student coders an opportunity to showcase their skills and build connections.*

Go ahead, try to predict the next big idea. What will tomorrow's technology revolution look like? Where will it begin? No one knows for sure. But we do know the next generation of thinkers and influencers is a great place to start.

In September, Comcast partnered with PennApps — the world's largest collegiate hackathon run by students — to give valuable experience and exposure to future technologists. For three days, 2,000 of the world's top young coders huddled in the Wells Fargo Center in Philadelphia (owned by Comcast Spectacor) to showcase their skills. Student teams had 36 hours to build the most innovative software and hardware products they could imagine, in chosen categories and with preexisting parts and demanding constraints.

Participants hailed from countries as far away as Spain, Australia, and Cameroon, but they all had one thing in common: a desire to show the world what hacking really means. For a long weekend, we had a chance to engage with a community of aspiring dreamers, builders, and innovators who might someday push the envelope for our customers as Comcast NBCUniversal developers.

“We’re able to expose these students to what’s happening in our hometown. ... And in the absolute heart of it all is Comcast. These rising tech stars come to see us in a different light.”

—Sam Schwartz,  
Chief Business Development Officer,  
Comcast

“We’re always committed to investing in the next generation of entrepreneurs and technologists,” says Comcast Chief Business Development Officer

Sam Schwartz. “Events like PennApps, our Home4Summer internship program, Philly Tech Week, My Philly Summer, Start.Stay.Grow, and others are a great way for us to jump-start entrepreneurship and identify future talent.”

PennApps hackers didn’t disappoint. Prizewinners included the “lifesaber” smart-watch app, which helps first responders perform CPR, and the Mago system, which allows people with limited technology skills to interact with the digital world without a digital interface.

PennApps wasn’t the only event in 2015 that highlighted Comcast NBCUniversal as a home for young technology talent.

Following the success of our inaugural Comcast NBCUniversal Hackathons in

2014, the series continued with events in March (Orlando, Florida) and June (London). The Orlando hackathon — which focused on developing cool ideas and technologies in immersive entertainment — featured 42 teams competing for cash, prizes, and the chance to pitch their ideas to NBCUniversal Media Labs.

London hackathon teams used hardware, software, and content to develop prototypes that explore next-generation media experiences for NBCUniversal International Distribution

and Universal Pictures Home Entertainment International.

In August, Comcast was a presenting sponsor at the first-ever Open for Innovation Day, hosted by the U.S. Department of Commerce in Washington, D.C. In a role reversal, established companies pitched funded innovation projects to qualified startups seeking partners.

Events like our hackathons provide an ideal opportunity to attract and engage the future of innovation. That’s especially important for the day these bright young minds seek venture capital, a new job, or a pitch session with a resourceful partner. And in the case of Philadelphia-based PennApps, it allows us to show off a bit, too.

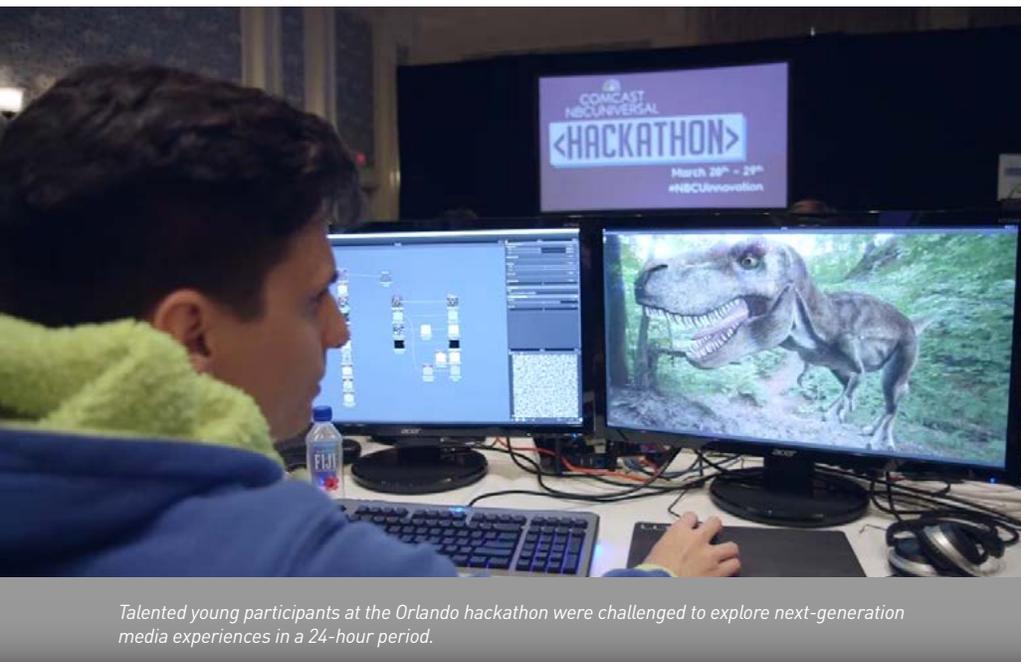
“We’re able to expose these students to what’s happening in our hometown,” Sam says. “The tech and startup scene, the accelerators, the innovation hubs — and in the absolute heart of it all is Comcast. These rising tech stars come to see us in a different light, and look to us as future partners or employers.” ■

 Learn more about PennApps at [corporate.comcast.com/news-information/news-feed/pennapps-brings-worlds-largest-collegiate-hackathon-to-wells-fargo-center](http://corporate.comcast.com/news-information/news-feed/pennapps-brings-worlds-largest-collegiate-hackathon-to-wells-fargo-center)

**11**  
**COUNTRIES**  
**147**  
**UNIVERSITIES**



Represented at PennApps XII



Talented young participants at the Orlando hackathon were challenged to explore next-generation media experiences in a 24-hour period.





## RIDING THE RAILS OF INNOVATION

Millennials across the country are creating change with campaigns, projects, and ideas geared toward improving their communities. To support their endeavors, Comcast NBCUniversal became the lead sponsor of the Millennial Trains Project's (MTP's) 2015 journey. MTP runs crowdfunded transcontinental train trips for young entrepreneurs to test their ideas and expand their impact, as they gain insight from on-train mentors, other entrepreneurs, and local community leaders. In addition to sponsoring MTP, Comcast NBCUniversal awarded nearly \$75,000 in scholarships and post-journey impact awards. [Learn more at \*\*nbcuniversal.com/article/comcast-nbcu-partners-millennial-trains-project\*\*](http://nbcuniversal.com/article/comcast-nbcu-partners-millennial-trains-project) →



## SAFETY FIRST FOR KIDS' CONTENT

In today's 1,000-channel TV universe, it's all too easy for young kids to be exposed to mature programming. Parental peace of mind is one reason we launched Kids Zone on the X1. The innovative feature uses the platform's integrated ratings and reviews from Common Sense Media to give kids a safe and filtered place to independently browse and watch their favorite movies and TV shows, all with their parents' blessing. [Learn more at \*\*corporate.comcast.com/comcast-voices/welcome-to-the-kids-zone\*\*](http://corporate.comcast.com/comcast-voices/welcome-to-the-kids-zone) →



## A TECHNOLOGY BOOST FOR STARTUPS

For the second consecutive year, Comcast Business hosted the Innovations 4 Entrepreneurs competition, inviting tech-savvy startups and entrepreneurs to show us how thoughtful, strategic use of technology could propel their businesses even further. Thousands of current and aspiring business owners entered for a chance to win up to \$30,000 and participate in a day of mentoring with business innovation experts to discuss how to put their technology plans into action. The competition is intended to encourage entrepreneurship and show what can happen when promising companies receive the funding and tools they need to take on the challenges of owning and running their own businesses. [Learn more at \*\*cbcommunity.comcast.com/i4e\*\*](http://cbcommunity.comcast.com/i4e) →



## BIRTH OF A LIFE-CHANGING APP

It's natural for expectant mothers to be anxious about their pregnancy. And with so much information available online, they're often left with more questions than answers. That's why we partnered with Kaiser Permanente in 2015 to create the pioneering My Pregnancy app. Powered by the X1, My Pregnancy combines immersive TV with the Internet for instant access to clinically validated content. Viewers can even tailor content to their own pregnancy timelines. The pilot is currently available to Comcast and Kaiser Permanente employees as well as Kaiser Permanente members in the Northwest. [Learn more at \*\*share.kaiserpermanente.org/article/kaiser-permanente-pilots-tv-app-to-help-expectant-moms-through-pregnancy/\*\*](http://share.kaiserpermanente.org/article/kaiser-permanente-pilots-tv-app-to-help-expectant-moms-through-pregnancy/) →



## PARTNERS IN EFFICIENCY

Energy efficiency in home electronics and communications technology shouldn't take a backseat to performance. In June, Comcast joined fellow industry leaders in committing to improve the energy efficiency of Internet modems, routers, and other equipment that delivers broadband to millions of American consumers. Long before mandatory regulatory standards take effect, the voluntary agreement's rigorous requirements ensure that Comcast customers will save energy and money. [Learn more at \*\*ncta.com/news-and-events/media-room/content/new-initiative-will-improve-energy-efficiency-home-internet-equipment\*\*](http://ncta.com/news-and-events/media-room/content/new-initiative-will-improve-energy-efficiency-home-internet-equipment) →



## A LAUNCHPAD FOR VETERAN-RUN STARTUPS

In June, Comcast strengthened its commitment to veterans by becoming The Bunker's first national corporate sponsor and the founding sponsor of its Philadelphia location. The Bunker — an innovation accelerator created by and for veteran entrepreneurs — offers support to the thousands of U.S. service members who dream of starting their own businesses after leaving active duty. Offering working space, mentors, access to investors, and pro bono services, The Bunker has additional locations in Austin, Texas; Chicago; Jacksonville, Florida; Madison, Wisconsin; Nashville, Tennessee; Kansas City, Missouri; and Washington, D.C. [Learn more at \*\*corporate.comcast.com/news-information/news-feed/the-bunker-and-comcast-partner-to-support-veteran-entrepreneurs\*\*](http://corporate.comcast.com/news-information/news-feed/the-bunker-and-comcast-partner-to-support-veteran-entrepreneurs) →

# ALSO IN THIS REPORT

CONTINUING A LEGACY OF INTEGRITY

SUPPORTING NONPROFIT ORGANIZATIONS

AWARDS AND RECOGNITIONS

*The new Comcast Innovation and Technology Center in Philadelphia, set to open in 2018, will be a hub for creativity and collaboration across nearly all areas of our business.*

# CONTINUING A LEGACY OF INTEGRITY

Integrity is the foundation of our business, and all of our employees share the responsibility to operate with the highest ethical standards. We promote integrity throughout our work environment and follow practices that help ensure we earn the trust of our customers, employees, shareholders, and the people in the communities we serve.

## COMCAST LISTENS

We are committed to creating an open environment where our employees feel comfortable raising concerns and are not distracted by unresolved issues at work. No matter the type of issue involved — from workplace problems to concerns about suspected illegal or unethical conduct — Comcast Listens offers a program where employees can speak up, ask questions, or seek guidance without fear of retaliation. We encourage employees to report misconduct, and the company takes those allegations very seriously.

Comcast Listens provides employees with several ways to report workplace or integrity issues, including a toll-free, 24/7 helpline and web portal managed by an independent, third-party company. In certain jurisdictions, including the U.S., employees have the option to remain anonymous when reporting an issue. Concerns received through the Comcast Listens helpline or web portal are logged, acknowledged and, when necessary, investigated by a trained investigator from the Human Resources, Security, Internal Audit, or Law department. If an investigation confirms wrongdoing, we'll take the appropriate disciplinary or corrective action, regardless of the position of the individuals involved. When an employee raises a concern in good faith, we strictly prohibit retaliation of any kind. For more information, visit [corporate.comcast.com/our-values/integrity/comcast-listens](http://corporate.comcast.com/our-values/integrity/comcast-listens).

## PRIVACY POLICY

Privacy is crucial to our customers, audiences, and employees. At Comcast NBCUniversal, we work hard to protect people's privacy by implementing internal practices and complying with all applicable laws. This includes building products and services with privacy in mind, delivering them securely, and reviewing our design and delivery to improve them over time.

We inform people about how we use their information, give them choices to control many of those uses, and make product, privacy, security, and other support information available to them.

And to help fulfill our responsibilities in the larger discussion around individual privacy, we publish transparency reports to make clear how we handle government requests for information. Comcast issued its first transparency report in March 2014, and we release a new report every six months.

To read our most recent report, visit [corporate.comcast.com/comcast-voices?tag=comcast-transparency-report](http://corporate.comcast.com/comcast-voices?tag=comcast-transparency-report).

## SUPPLIER SOCIAL RESPONSIBILITY

NBCUniversal's supplier social responsibility (SSR) audit program ensures that sourced factories that produce NBCUniversal logo or branded products are inspected for involuntary labor, underage labor, legal wages and working hours, safe and healthful working and living conditions, emergency preparedness, fire protection, industrial hygiene, personal protective equipment, waste management, and environmental permits. We take a triangulation approach to SSR audits, which includes employee interviews, in-depth documentation review, and on-site inspection.

At NBCUniversal, business units source directly with factories and contract with licensees that select the factories to produce the products. Our program audits and emphasizes fair labor practices, human rights, and safe environmental practices at those factories, and we work closely with factory management to improve their performance in these areas, in furtherance of our goal to help them build up their capacity for sustainable production. Our audit scope is applicable for all countries except Japan, Australia, and those in North America and Western Europe.

# SUPPORTING NONPROFIT ORGANIZATIONS

In 2015, Comcast NBCUniversal provided more than \$521 million in cash and in-kind contributions to local and national organizations that share our commitment to improving communities and enriching lives. Learn more about our community giving programs at [corporate.comcast.com/our-values/community-investment/philanthropy-partnerships](http://corporate.comcast.com/our-values/community-investment/philanthropy-partnerships).



**\$521  
MILLION+**

Total cash and in-kind contributions to local, regional, and national nonprofits in 2015



**130,000**

Hours of donated airtime to nonprofit organizations in 2015

## THE COMCAST FOUNDATION

The Comcast Foundation is dedicated to investing in communities by expanding digital literacy, promoting community service, and developing the next generation of leaders. We awarded \$19.2 million in grants to more than 1,100 nonprofit organizations in 2015.

## 2015 FOUNDATION GIVING

View the full list of organizations that have received funding from our foundations at [corporate.comcast.com/csr2016/2015-foundation-giving](http://corporate.comcast.com/csr2016/2015-foundation-giving).

## 21ST CENTURY SOLUTIONS AND THE NBCUNIVERSAL FOUNDATION

21st Century Solutions, a program created by the NBCUniversal Foundation in partnership with our NBCUniversal Owned Television Stations division, awards grants to nonprofit organizations whose programs support innovative, high-impact initiatives in six categories: civic engagement, education, environment, jobs and economic empowerment, media arts, and technology.

The 2015 competition took place in 10 NBCUniversal Owned Television Station markets, with one winning organization and two runners-up in each market — for a total of \$1.2 million shared among 30 organizations. View the list of grant recipients and amounts at [nbcuniversal.com/article/innovative-ideas-and-partnerships-build-stronger-communities](http://nbcuniversal.com/article/innovative-ideas-and-partnerships-build-stronger-communities).

# AWARDS AND RECOGNITIONS

Comcast NBCUniversal received numerous awards, recognitions, and honors from various organizations and publications in 2015.

- The American Association of People with Disabilities recognized Comcast NBCUniversal with its 2015 Corporate Leadership Award.
- Comcast NBCUniversal ranked 30th among *DiversityInc's* Top 50 Companies for Diversity in 2015. Comcast and NBCUniversal also ranked 10th and 11th respectively on the list of best companies for people with disabilities.
- *Black Enterprise* named Comcast NBCUniversal among its 40 Best Companies for Diversity, its 35 Top Companies for Supplier Diversity, and its 25 Best Corporations for Vetpreneurs.
- Comcast and NBCUniversal were each named a 2015 Top Company for People of Color by the National Association of Multi-Ethnicity in Communications (NAMIC). NAMIC also recognized our multicultural outreach work with 13 Excellence in Multicultural Marketing Awards.
- LatinoJustice awarded Comcast NBCUniversal its Corporate Achievement Award in recognition of the company's leadership in diversity.
- Women in Cable Telecommunications (WICT) named Comcast second among its 2015 Best Operators for Women in Cable and NBCUniversal third among its 2015 Best Programmers for Women.
- NBCUniversal and NBC4 received the Corporate Aztec Award from the Mexican American Opportunity Foundation.
- Comcast Cable received *CableFax's* Top Ops Award in the MSO Social Responsibility category for its national recycling program.
- The National Center for American Indian Enterprise Development recognized Comcast NBCUniversal with its 2015 Corporate Advocate of the Year Award.
- The Association of ERGs & Councils ranked Comcast and NBCUniversal's diversity councils and employee resource groups 15th among its Top 25 Diversity Councils.
- Comcast NBCUniversal received a rating of 100 on the 2015 HRC Corporate Equality Index.
- Comcast was named among *Latino Magazine's* LATINO 100, which recognizes companies providing the most opportunities for Latinos.
- Women's Enterprise named Comcast NBCUniversal to its USA 100 list in recognition of our efforts to develop diverse businesses.
- Comcast NBCUniversal scored a perfect 100 on the US Business Leadership Network's and American Association of People with Disabilities' first annual Disability Equality Index.
- Comcast NBCUniversal was selected 2015 Company of the Year by *LATINA Style*.



*Comcast Senior Executive Vice President and Chief Diversity Officer David L. Cohen, with NBC News' Kate Snow, accepts the Big Brothers Big Sisters of America Chairman's Award, presented to corporations that have demonstrated outstanding dedication to mentorship.*

- The Hispanic IT Executive Council named Comcast NBCUniversal its Corporation of the Year.
- Comcast was recognized on *Workforce Magazine's* 2015 list of the world's best companies for human resources.
- Comcast NBCUniversal was named among the 25 Most Influential Companies for Veteran Hiring by *Profiles in Diversity Journal*.
- *G.I. Jobs Magazine* ranked Comcast NBCUniversal among its Top 100 Military Friendly Employers for 2015.
- Comcast NBCUniversal ranked 18th among *Equal Opportunity Magazine's* 2015 Top 50 Employers.
- Associated Services for the Blind and Visually Impaired recognized Comcast with its Corporate Recognition Award during the organization's 55th Annual Louis Braille Awards.
- The National Association of Black Journalists honored MSNBC with three 2015 Salute to Excellence Awards for the network's original reporting from the protests in Ferguson, Missouri.
- Comcast was ranked 17th on *Human Resource Executive's* 2015 list of the Top 50 Companies Most Admired for HR.
- The Accreditation Council for Business Schools and Programs presented Comcast's Internet Essentials program with its Educational Impact Award.
- The National Mentoring Partnership and the Corporation for National Community Service recognized Comcast NBCUniversal with the Excellence and Commitment to Quality Youth Mentoring Award during the 2015 National Mentoring Summit.
- Comcast's X1 received a Technology and Engineering Emmy Award from the Television Academy for Outstanding Achievement in Interactive Media Program.
- For the second consecutive year, WICT presented Comcast with a Signature Accolade Award for public service for Comcast's Internet Essentials program.
- NBCUniversal ranked ninth on Glassdoor's 2015 list of the 25 Highest Rated Companies for Internships, and it was the only entertainment company among the top 10.
- The National Veteran-Owned Business Association named Comcast NBCUniversal among its 2015 Military Friendly Supplier Diversity Programs.
- Comcast received the FCC Chairman's Award for Advancement in Accessibility for the X1 talking guide.
- Big Brothers Big Sisters of America honored Comcast NBCUniversal at its National Conference Awards Gala with the 2015 Chairman's Award for commitment to youth mentoring.
- Boys & Girls Clubs of America recognized Comcast NBCUniversal with its 2015 Great Futures Award.
- The American Red Cross Eastern Pennsylvania named Comcast NBCUniversal its Citizen of the Year in recognition of our response to Hurricane Sandy.
- Comcast NBCUniversal received 23 nominations for the 26th Annual GLAAD Media Awards.
- DiversityBusiness.com ranked Comcast NBCUniversal 27th among its Top 50 Organizations for Multicultural Business Opportunities for 2015.
- The National Minority Supplier Diversity Council recognized Comcast NBCUniversal with its Corporate Excellence in Access to Capital Award for our efforts to provide access to capital solutions and financial arrangements for minority suppliers.
- Comcast was presented with the Champion of Literacy Award by the American Literacy Corporation for our Internet Essentials program.
- The American Foundation for the Blind presented Comcast with its Access Award for the X1 talking guide.

See [corporate.comcast.com/news-information/awards-and-recognition](http://corporate.comcast.com/news-information/awards-and-recognition) for additional awards and awards from prior years.



  
COMCAST  
NBCUNIVERSAL