

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person* COMCAST CORP			2. Issuer Name and Ticker or Trading Symbol Versant Media Group, Inc. [VSNT]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 01/02/2026			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
ONE COMCAST CENTER			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) PHILADELPHIA PA 19103-2838								
(City) (State) (Zip)								

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	01/02/2026		D ⁽¹⁾		100	D	\$0	0	D	
Class A Common Stock	01/02/2026		A ⁽²⁾		143,790,730.08	A	\$0	143,790,730.08	D	
Class A Common Stock	01/02/2026		J ⁽³⁾		143,790,730.08	D	\$0	0	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Class B Common Stock	(4)	01/02/2026		A ⁽²⁾		377,775		(4)	(4)	Class A Common Stock	377,775	\$0	377,775	D	
Class B Common Stock	(4)	01/02/2026		J ⁽³⁾		377,775		(4)	(4)	Class A Common Stock	377,775	\$0	0	D	

Explanation of Responses:

- On January 2, 2026, Comcast Corporation (the "Reporting Person"), the sole shareholder of Versant Media Group, Inc. ("Issuer"), contributed 100 shares of Class A common stock, par value \$0.01 per share ("Class A Common Stock") of the Issuer to the Issuer in connection with a reorganization transaction of the Issuer. This transaction is exempt from Section 16(b) under Rule 16b-3(d) and Rule 16b-7.
- On January 2, 2026, the Issuer made a distribution to the Reporting Person, the sole shareholder of Issuer, of 143,790,730.08 shares of Issuer's Class A Common Stock and 377,775 shares of Issuer's Class B common stock, par value \$0.01 per share ("Class B Common Stock"). This transaction is exempt from Section 16(b) under Rule 16b-3(d), Rule 16a-10 (based on the applicability of Rule 16a-9) and Rule 16b-7.
- On January 2, 2026, the Reporting Person distributed 143,790,730.08 shares of Class A Common Stock and 377,775 shares of Class B Common Stock by means of a pro-rata distribution to the holders of record of the Reporting Person's common stock on December 16, 2025, the record date for the distribution.
- Each share of Class B Common Stock is convertible at the option of the holder thereof into one share of Class A Common Stock.

/s/ Elizabeth Wideman
authorized signatory

01/05/2026

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.