



**David N. Watson**  
**EVP, Operations**  
**Comcast Cable**

**John D. Schanz**  
**EVP, National Engineering and Technical Operations**  
**Comcast Cable**

# Safe Harbor

## Caution Concerning Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, you can identify those so-called “forward-looking statements” by words such as “may,” “will,” “should,” “expects,” “plans,” “anticipates,” “believes,” “estimates,” “predicts,” “potential,” or “continue,” or the negative of those words and other comparable words. We wish to take advantage of the “safe harbor” provided for by the Private Securities Litigation Reform Act of 1995 and we caution you that actual events or results may differ materially from the expectations we express in our forward-looking statements as a result of various risks and uncertainties, many of which are beyond our control. Factors that could cause our actual results to differ materially from these forward-looking statements include: (1) changes in the competitive environment, (2) changes in business and economic conditions, (3) changes in our programming costs, (4) changes in laws and regulations, (5) changes in technology, (6) adverse decisions in litigation matters, (7) risks associated with acquisitions and other strategic transactions, (8) changes in assumptions underlying our critical accounting policies, and (9) other risks described from time to time in reports and other documents we file with the Securities and Exchange Commission. We undertake no obligation to update any forward-looking statements. The amount and timing of share repurchases and dividends is subject to business, economic and other relevant factors.

## Non-GAAP Financial Measures

Our presentation may also contain non-GAAP financial measures, as defined in Regulation G, adopted by the SEC. We provide a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measure in our quarterly earnings releases, which can be found on the Financial Information page of our web site at [www.cmcsa.com](http://www.cmcsa.com) or [www.cmcsk.com](http://www.cmcsk.com).

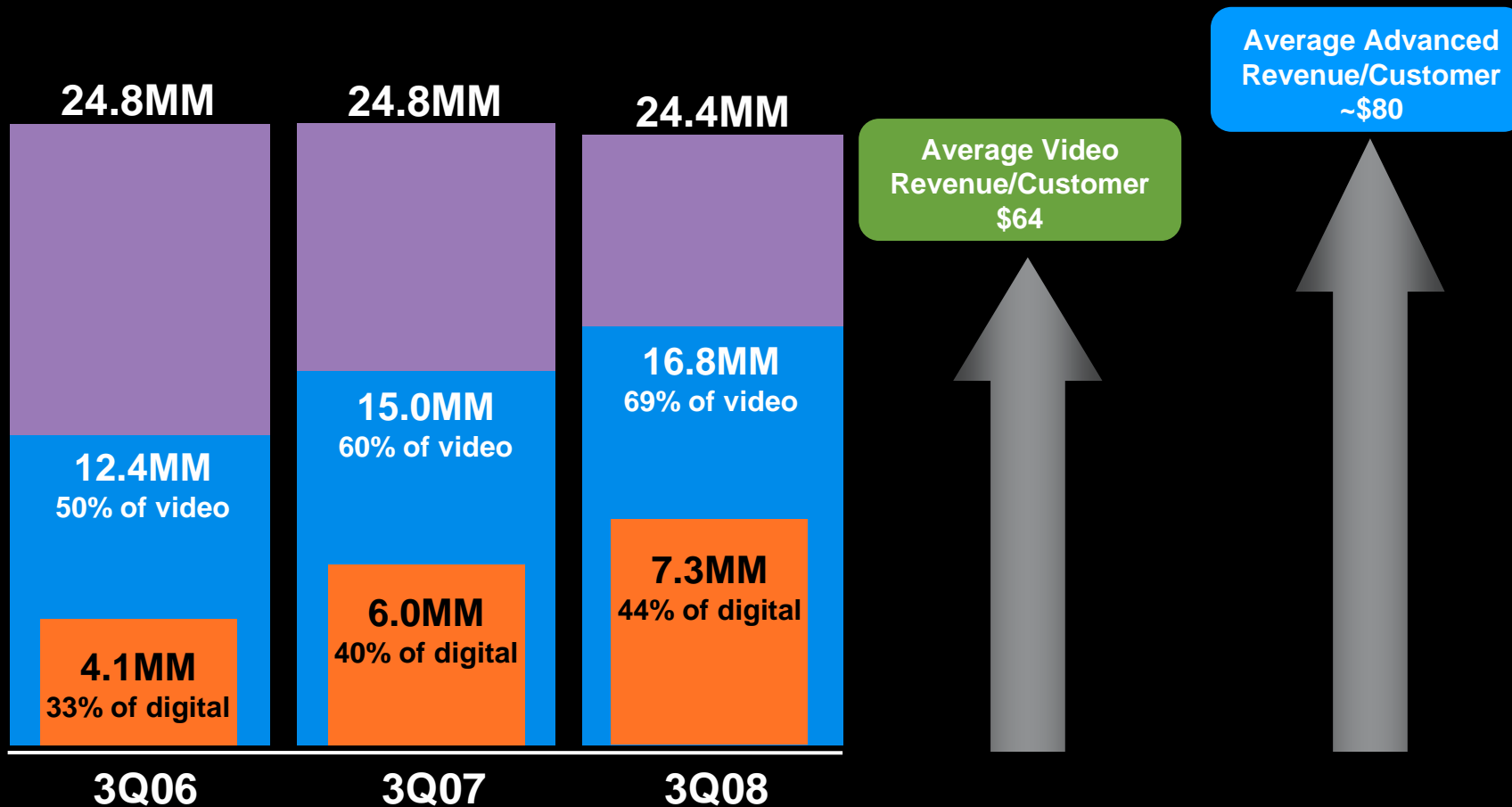
# Extending our Competitive Advantage

- Continued focus on product superiority
- Triple Play packages and new offers enhance customer reach
- Focus on improving customer service
- Reliability ensures the best customer experience
- A fiber-rich and flexible network provides unmatched capacity for future growth

# A Superior Video Product

## Digital Services Drive Competitive Advantage

### Pro Forma Video Customer Mix



# A Superior Video Product

## Comcast On Demand

10,000+ On Demand Choices Every Month

Our Customers Watch  
on Average 25x/Month

58 Million  
Views

Oct  
2004

126 Million  
Views

Oct  
2005

164 Million  
Views

Oct  
2006

259 Million  
Views

Oct  
2007

293 Million  
Views

Oct  
2008

Project Infinity: the Most On Demand Content Anywhere

# A Superior Video Product

Hi-Def **More. More. More.™**

**OVER 1000  
HD CHOICES**

**+400 TV Shows**

**+300 Movies**

**+100 Premium  
Programs**

**+ Music, Kids and  
Sports**

**The Most HD Content Anytime, Anywhere**

# Going “All-Digital”: Starting Now

- Recapture analog bandwidth
- Average digital penetration: ~70%
- Low cost adapters available: ~\$35
- Operating benefits



## Consumer Benefits

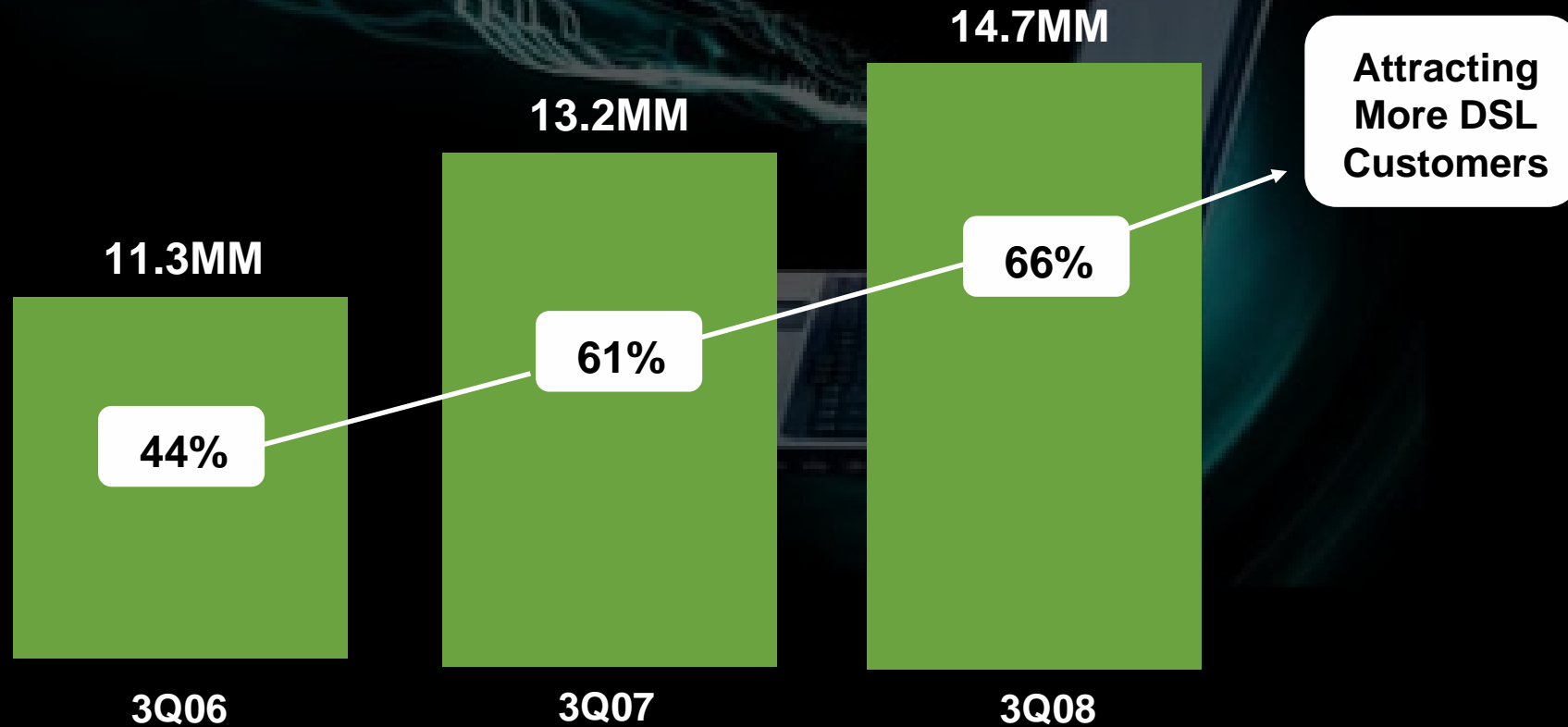
- More HD channels and choices
- More and varied ethnic programming
- More speed for HSI
- Better picture and sound quality

# A Superior Broadband Experience

## Total High-Speed Internet Subscribers

(subscribers in millions)

■ % of Gross Additions from DSL





# A Superior Broadband Experience

## Speed Matters

- Increased speed 6 times since 2003
- Introducing Extreme Speed to 10MM homes in 10 markets

### Economy

1 Mbps

\$24.99

### Performance

12 / 2 Mbps  
Powerboost: 15M  
\$42.95

### Blast!

16 / 2 Mbps  
Powerboost: 20M  
\$52.95

### Extreme

50 / 10 Mbps  
\$139.95

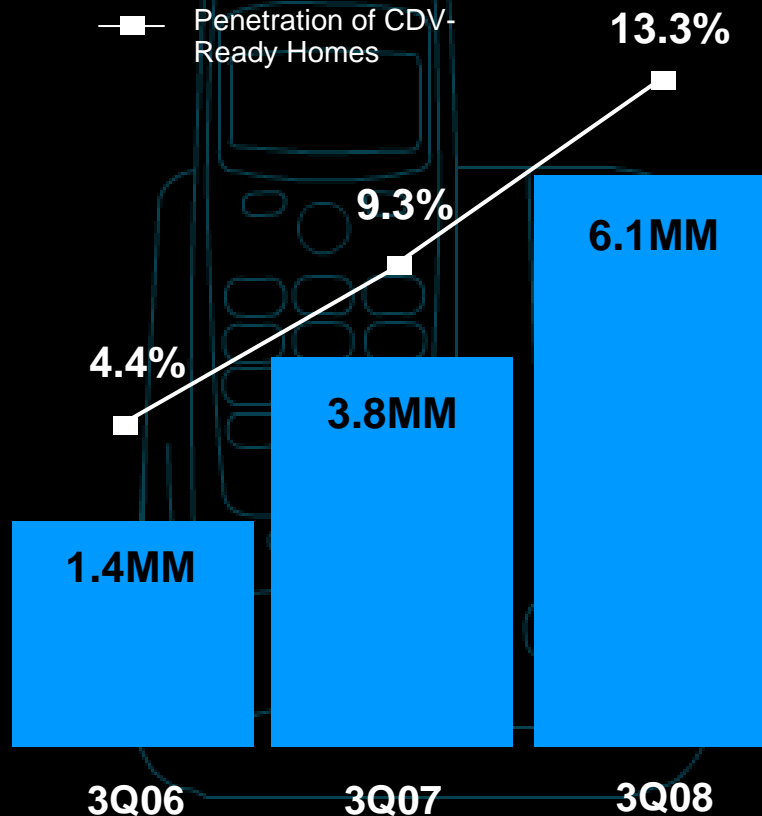
**The fastest fast is here.**

The new Comcast High-Speed Internet.



# A Superior Phone Product Value . . . Plus Features

## CDV Subscribers



## Caller ID Across TV, PC and Phone



## Enhanced Cordless Phone

Email, visual voice mail, weather, yellow pages, and more. Who says you can't teach a new phone a few new tricks?



## SmartZone



# New Product Offerings Enhance Customer Reach

## Introducing HD Triple Play



### HD STARTER

80+ Channels &  
On Demand  
HD Box

Non-DOC 3.0 Mkt: 6Mbps  
DOC 3.0 Mkt: 12Mbps

CDV Unlimited

PLUS

PROMO

**\$114.99**

BUNDLE ROLL-TO

**\$129.99-\$134.99**

### HD PLUS

150+ Digital Channels &  
On Demand  
HD Box

Non-DOC 3.0 Mkt: 8Mbps  
DOC 3.0 Mkt: 16Mbps

CDV Unlimited

PLUS

HBO

PROMO

**\$139.99**

BUNDLE ROLL-TO

**\$169.99**

### HD PREMIER

200+ Digital Channels &  
On Demand  
HD/DVR Box

Non-DOC 3.0 Mkt: 16Mbps  
DOC 3.0 Mkt: 22Mbps

CDV Unlimited

PLUS

HBO, Starz, Cinemax  
and Showtime  
Sports Ent Pack

PROMO

**\$179.99**

BUNDLE ROLL-TO

**\$199.99-\$209.99**

# New Product Offerings Enhance Customer Reach

## Everyday and Value Products



### EVERYDAY DIGITAL ECONOMY

50 Video Channels  
47 Music Channels

Including: USA, Fox  
News, Lifetime,  
Hallmark

**\$29.99**



### EVERYDAY ECONOMY DOUBLE PLAY

Digital Economy:  
50 Video Channels  
47 Music Channels

**PLUS**

Economy Internet  
1Mbps  
OR  
CDV Local w/More

**\$54.90**



### EVERYDAY ECONOMY TRIPLE PLAY

Digital Economy:  
50 Video Channels  
47 Music Channels

**PLUS**

Economy Internet  
1Mbps

**PLUS**

CDV Local w/More

**\$79.85**



### VALUE TRIPLE PLAY

Digital Starter:  
80 Digital Channels

**PLUS**

Economy Internet  
1Mbps

**PLUS**

CDV Local w/More

**PROMO**

**\$89.99/\$99.99**

BUNDLE ROLL-TO  
**~\$110**

# Next Growth Opportunity

## Comcast Business Services



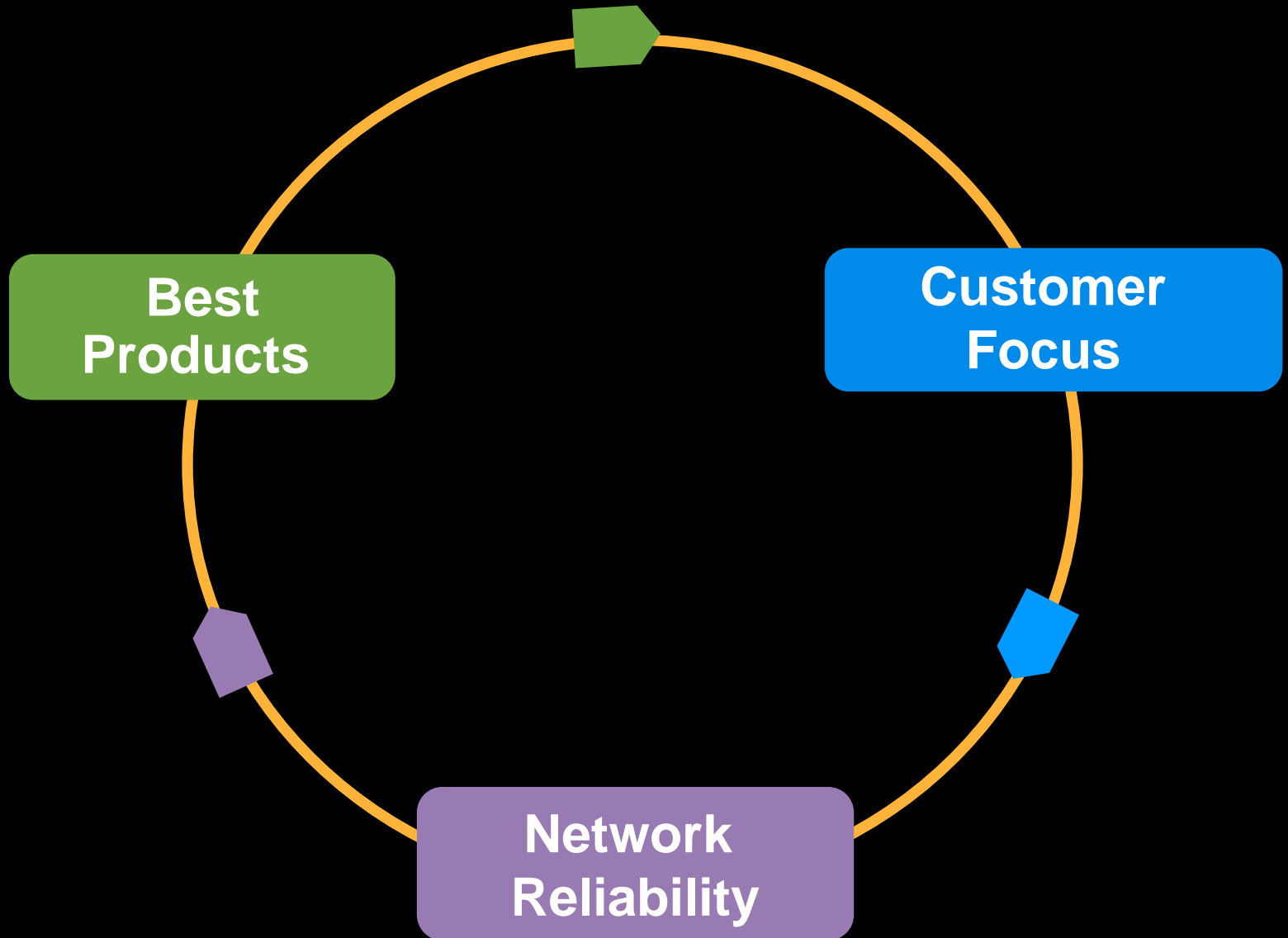
- **Significant opportunity in our footprint**
  - 5MM businesses with less than 20 employees
  - \$12-\$15 Bn annual spend
  - Our goal: capture 20-25% of the market
- **Gaining momentum**
  - ~\$600MM annualized revenue\*
  - 3Q08 revenue increased 42%

# Focus on Improving Customer Service

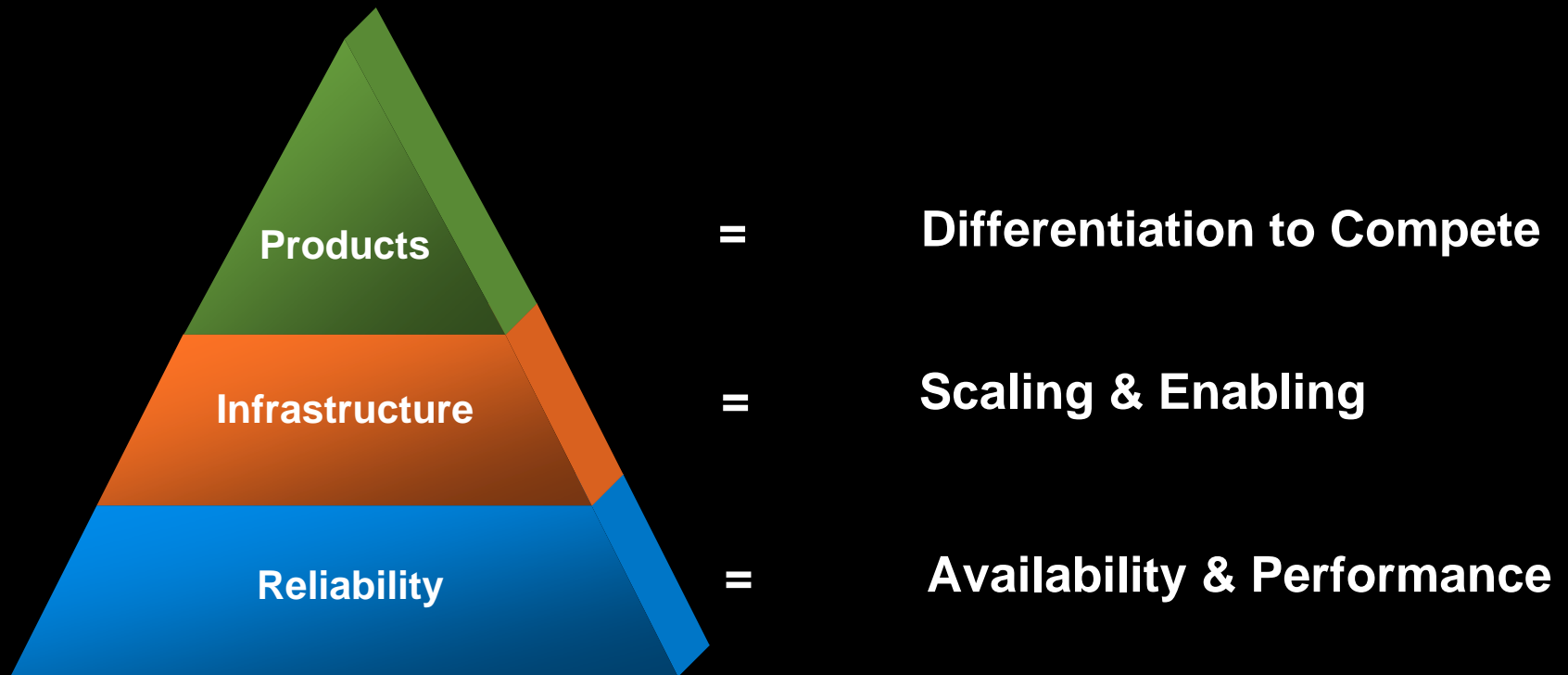
- **Investing to empower our reps**
  - Training and development
  - Handheld devices and laptops for technicians
  - Upgraded desktop software
- **Getting it right the first time – on the phone and in the home**
  - Enhanced diagnostics and whole home checks
- **Contractor improvements**
- **2007 – 2008 improvements**
  - Call center contact rates: Down 4%
  - Service truck rolls: Down 6%
  - Repeat truck rolls: Down 6%
  - Customer satisfaction: Up 10%

**Improved Efficiencies and Improved Customer Experience**

# Delivering a Superior Experience

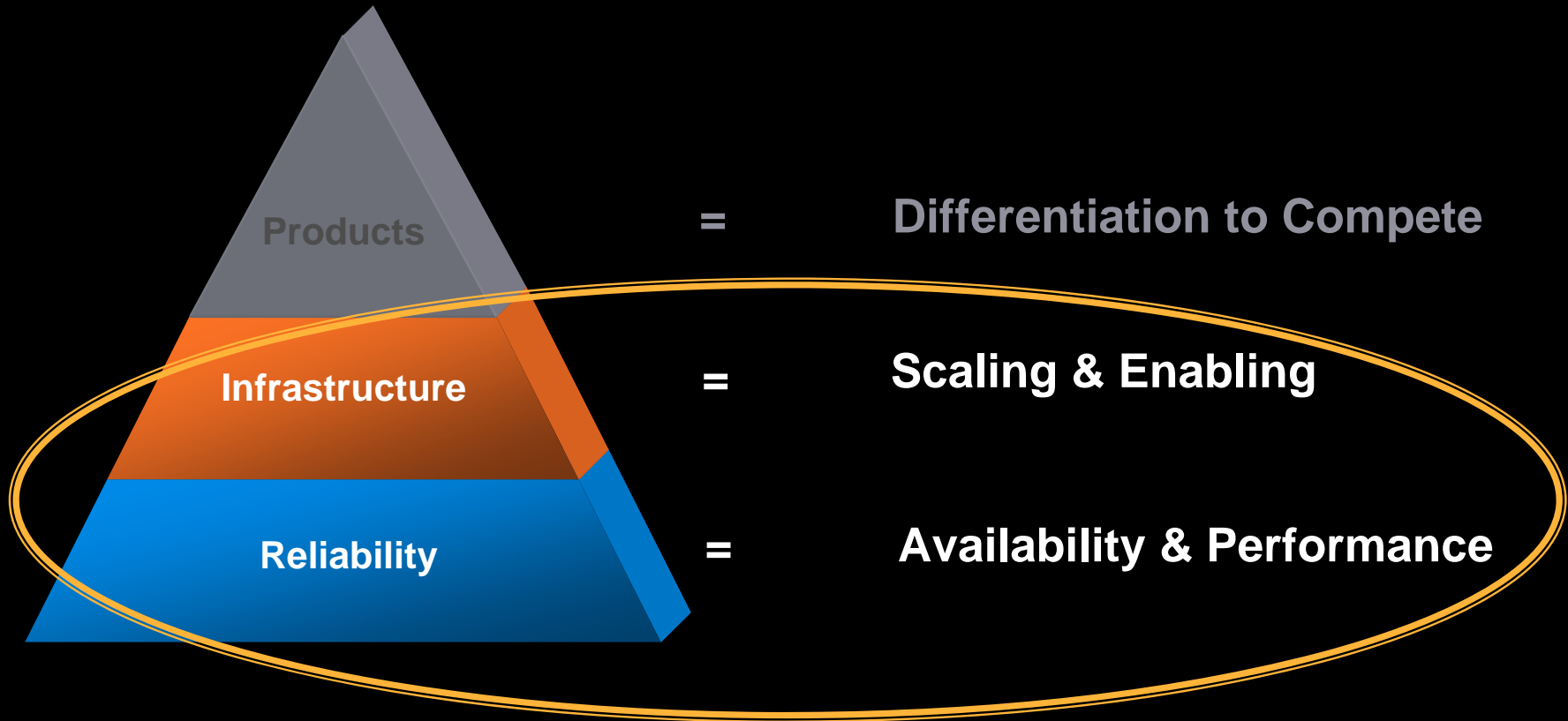


# The Comcast Network





# The Foundation for Superior Product Delivery...



# Reliability Focus...

Reliability

## Today



### HFC Node Health:

- Driving peak performance from our 115,000+ fiber nodes
- Proactive Tools & Process

### CDV and HSD:

- Leverage existing DOCSIS devices on premise to provide a real-time view of our Network performance from a Customer's home or business.

## Next



### Video:

- Develop and strategically place “video probes” throughout our Network to measure reliability and the quality of video experiences
- Deploying tools that enable set-top box quality monitoring

Deploying Operations and Customer Service tools that help distinguish between single customer, core network, or source content issues

# Proven Results...

Reliability

Node  
Health

2006

2008

35% Improvement since 2006

CDV  
Customer-  
Reported  
Trouble  
Calls

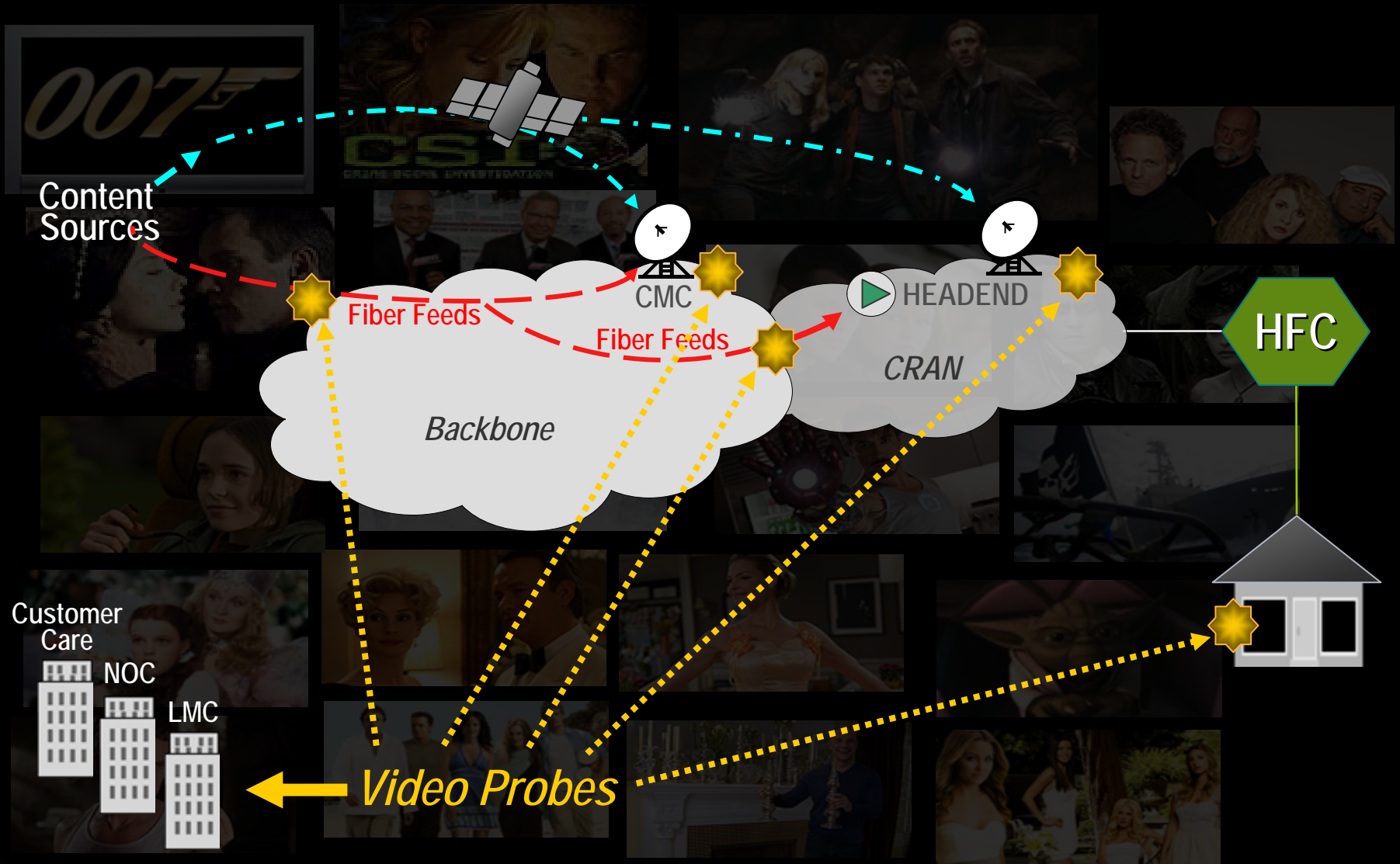
2005

2008

85% Improvement since 2005



# Proactive Video Quality Monitoring



# Enhanced Diagnostics – Proximity Check

## Proximity Check

Radius Range: 750 feet Retrieve

**Map** **Data**

Proximity results show potential house issue.

**Account:** 123456789000  
**Name:** Joe Customer  
**Address:** 1301 Meetinghouse Road  
Town, USA 12345

Current Modem Status	6 (Online)
Upstream Signal Quality (SNR)	32.3
Downstream Signal Quality (SNR)	39.9
Transmit Power Level (upstream)	53.0 Dbmv
Receive Power Level (upstream)	
Receive Power Level (downstream)	-3.9 Dbmv

☐ Filter by node

Map Satellite Hybrid

Help Legend Create Ticket Close



# Network Overview

Infrastructure

Reliability

## Scale

- Plant route miles 599k
- Fiber route miles 147k
- Optical nodes 115k
- Homes passed 50.3M
- Triple-Play-ready HP 46M
- Average node size 435HP



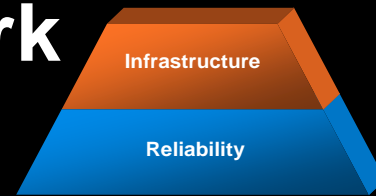
## Technology

- 10G/40Gbps regional networks
- First and largest fully 40G backbone
- First Production Demonstration of 100G
- SIP Scaled Infrastructure
- IPv4 and IPv6 operational
- QoS-based voice, video & data
- Self healing architecture

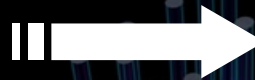
## Delivered Services (daily)

- 14.3M+ ON DEMAND views
- 1.5+ PetaBytes of IP-sourced video
- 59M+ emails
- 100M+ web page views
- 95M+ CDV calls
- 2.9M+ CDV voicemails

# Multiple Tools Optimize the HFC Network

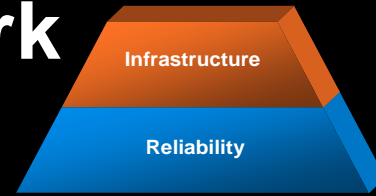



- **Node Splits**
- **Digital Optimization**
- **All-Digital**
- **Switched Digital Video**



- Capital efficient approach providing incremental capacity surgically where and when it's required
- 3 Split Types = Logical, Modular, and Physical

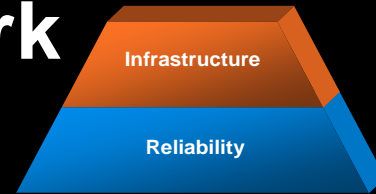
# Multiple Tools Optimize the HFC Network



- **Node Splits**
  - **Digital Optimization**
  - **All-Digital**
  - **Switched Digital Video**
- 
- **Advanced Video Encoding**
  - **Digital Source Feeds**
  - **Improved video quality and customer experience**



# Multiple Tools Optimize the HFC Network

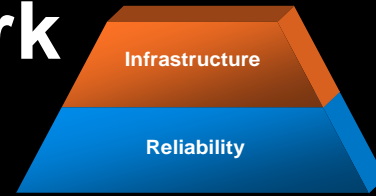



- Node Splits
- Digital Optimization
- All-Digital
- Switched Digital Video



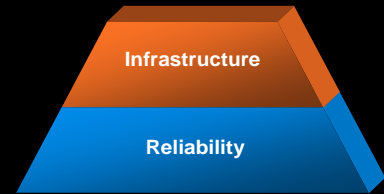
- Phase 1 – Replicate the analog broadcasts in an All Digital Simulcast (ADS) - *Complete*
- Phase 2 – Groom large analog lineup to smaller lineup, repurpose slots to more digital services – *Underway Now*
- Phase 3 – Flexible decision - *Future*

# Multiple Tools Optimize the HFC Network

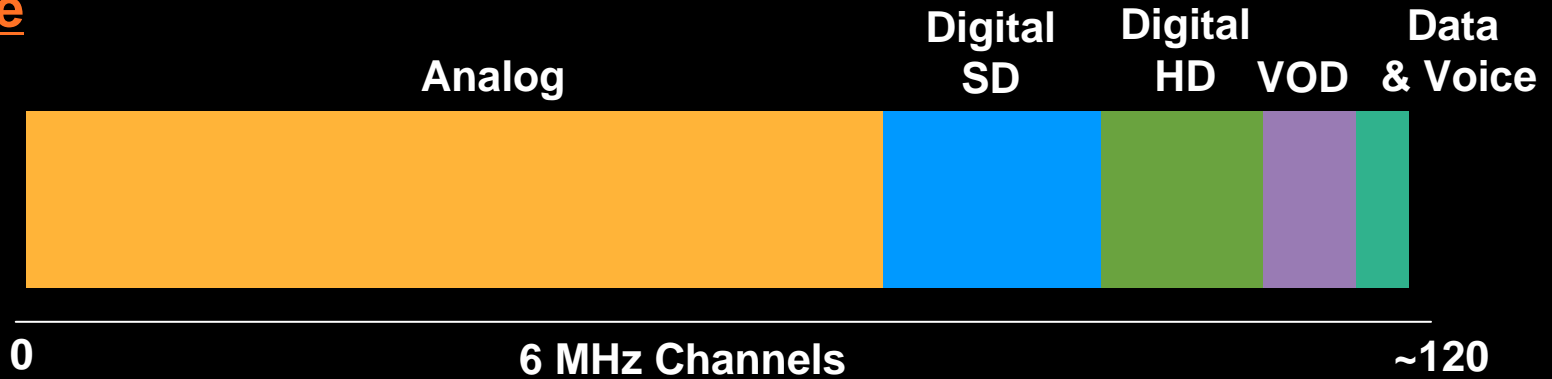


- **Node Splits**
- **Digital Optimization**
- **All-Digital**
- **Switched Digital Video** 
- **Groom Signals into a Broadcast or Switched Pool**
- **Switched signals only transmitted when requested by a Customer**
- **Enables even more HD**

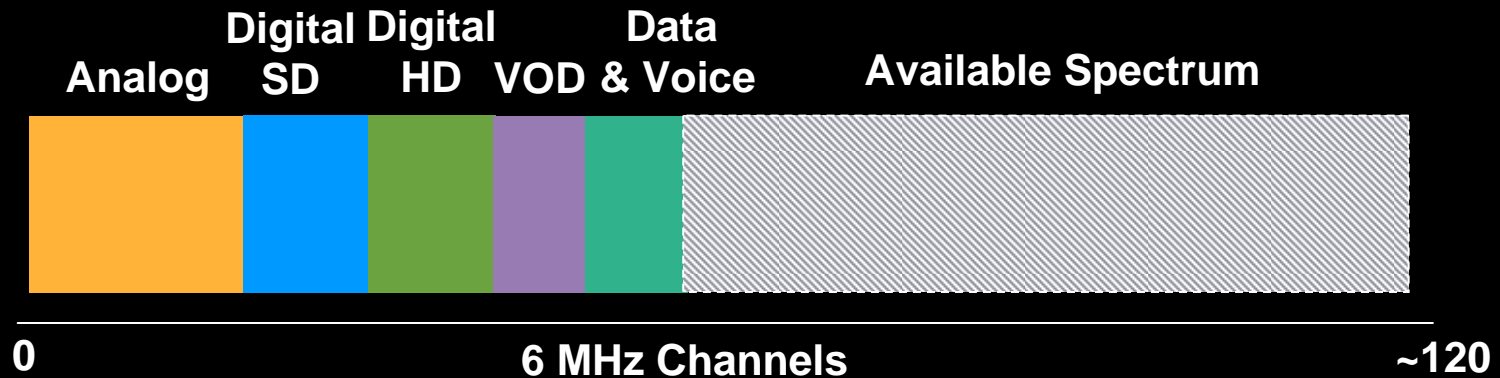
# The Result: Improved Spectrum Utilization



## Before



## After



# Driving Continuous Innovation

## Scale, IP Technologies and Open Standards

Infrastructure

Reliability

<b>DOCSIS 3.0</b>	<ul style="list-style-type: none"><li>• Extreme (50/10Mbps) Speed; Capable of 100+ Mbps</li><li>• Channel Bonding</li></ul>
<b>Tru2Way</b>	<ul style="list-style-type: none"><li>• Standardizes Set-Top Box Software</li><li>• Common Customer Experience</li><li>• Allows for interactive and more robust applications</li></ul>
<b>RNG</b>	<ul style="list-style-type: none"><li>• Open Platform &amp; Backward-Compatible</li><li>• Multi Vendor – Improved Economics</li><li>• Advanced Features – Increased CPU &amp; Memory, MPEG-4</li></ul>
<b>Project Infinity</b>	<ul style="list-style-type: none"><li>• Content Delivery Network (CDN)</li><li>• Cost-Effective Scale with Capability for any video on any device</li></ul>
<b>SIP (Session Initiation Protocol)</b>	<ul style="list-style-type: none"><li>• Least Cost Call Routing</li><li>• Foundation for advanced communication services</li></ul>

**Evolution from Hardware to Software-Based Services**



**World-Class Reliability**

**Powerful Network *TODAY***

**Unmatched Flexibility**

**Significant Capacity**

