

Pro Forma Cable Customer Metrics

(Customers and boxes in thousands, except per customer data; unaudited)



	2008					2009					2010				
	1Q	2Q	3Q	4Q	FY	1Q	2Q	3Q	4Q	FY	1Q	2Q	3Q	4Q	FY
Homes Passed ¹	49,902	50,096	50,329	50,575	50,575	50,740	50,900	51,078	51,233	51,233	51,387	51,547	51,740	51,925	51,925
Total Video															
Total Video Customers	24,701	24,563	24,415	24,182	24,182	24,104	23,891	23,759	23,559	23,559	23,477	23,212	22,937	22,802	22,802
Total Video Penetration of Homes Passed ²	49.5%	49.0%	48.5%	47.8%	47.8%	47.5%	46.9%	46.5%	46.0%	46.0%	45.7%	45.0%	44.3%	43.9%	43.9%
Total Video Net Additions (Losses)	(57)	(138)	(148)	(233)	(575)	(78)	(214)	(132)	(199)	(623)	(82)	(265)	(275)	(135)	(757)
Digital Video Customers ³	16,021	16,341	16,758	17,004	17,004	17,293	17,542	18,005	18,415	18,415	18,843	19,237	19,456	19,740	19,740
Digital Penetration of Total Video	64.9%	66.5%	68.6%	70.3%	70.3%	71.7%	73.4%	75.8%	78.2%	78.2%	80.3%	82.9%	84.8%	86.6%	86.6%
Digital Video Additions	494	320	417	247	1,478	288	250	463	410	1,411	427	394	219	283	1,324
Digital Set-Top Boxes ³	25,863	26,352	27,068	27,580	27,580	28,824	30,697	33,314	36,402	36,402	39,649	44,247	46,803	49,232	49,232
Boxes per Digital Customer	1.6	1.6	1.6	1.6	1.6	1.7	1.7	1.9	2.0	2.0	2.1	2.3	2.4	2.5	2.5
Advanced Services Customers ⁴	6,909	6,982	7,293	7,725	7,725	8,177	8,349	8,748	9,158	9,158	9,511	9,665	9,892	10,120	10,120
Advanced Services Penetration of Total Video	28.0%	28.4%	29.9%	31.9%	31.9%	33.9%	34.9%	36.8%	38.9%	38.9%	40.5%	41.6%	43.1%	44.4%	44.4%
Advanced Services Penetration of Digital Video	43.1%	42.7%	43.5%	45.4%	45.4%	47.3%	47.6%	48.6%	49.7%	49.7%	50.5%	50.2%	50.8%	51.3%	51.3%
High-Speed Internet (HSI)															
HSI Customers	14,085	14,364	14,745	14,929	14,929	15,258	15,322	15,684	15,930	15,930	16,329	16,448	16,696	16,988	16,988
HSI "Available" Homes ⁵	49,548	49,745	49,982	50,283	50,283	50,456	50,615	50,805	50,754	50,754	50,906	51,060	51,259	51,476	51,476
HSI Penetration of "Available" Homes ²	28.4%	28.9%	29.5%	29.7%	29.7%	30.2%	30.3%	30.9%	31.4%	31.4%	32.1%	32.2%	32.6%	33.0%	33.0%
HSI Net Additions	492	279	382	184	1,336	329	65	361	247	1,002	399	118	249	292	1,058
Voice															
Comcast Digital Voice (CDV) Customers	5,088	5,643	6,127	6,470	6,470	6,769	7,002	7,377	7,620	7,620	7,894	8,125	8,353	8,610	8,610
Circuit-Switched Voice Customers	66	10	7	3	3	2	2	2	2	2	1	0	0	0	0
Total Voice Customers	5,154	5,654	6,133	6,473	6,473	6,771	7,004	7,379	7,622	7,622	7,895	8,125	8,353	8,610	8,610
CDV "Available" Homes ⁵	44,082	45,143	46,083	46,687	46,687	47,393	47,654	48,136	48,406	48,406	48,880	49,184	49,615	49,767	49,767
CDV Penetration of "Available" Homes ²	11.5%	12.5%	13.3%	13.9%	13.9%	14.3%	14.7%	15.3%	15.7%	15.7%	16.2%	16.5%	16.8%	17.3%	17.3%
CDV Net Additions	639	555	483	344	2,021	298	233	375	243	1,149	275	230	228	257	990
Combined Video, HSI and Voice Customers	43,940	44,580	45,294	45,584	45,584	46,133	46,217	46,821	47,112	47,112	47,702	47,785	47,987	48,401	48,401
Combined Video, HSI and Voice Net Additions	964	640	714	290	2,609	549	84	604	290	1,528	590	83	202	414	1,289
Total Revenue Generating Units (includes Digital Video Customers) ⁶	59,961	60,921	62,051	62,588	62,588	63,426	63,760	64,826	65,527	65,527	66,544	67,022	67,443	68,140	68,140
RGU Net Adds	1,459	960	1,131	537	4,086	837	334	1,067	701	2,939	1,017	477	421	698	2,613
Average Monthly Revenue per Video Customer	\$107.20	\$110.24	\$111.32	\$114.48	\$111.10	\$115.74	\$118.32	\$117.54	\$120.66	\$118.23	\$122.98	\$127.78	\$129.75	\$133.43	\$128.56

Revenue and Expenses

(\$ in millions; unaudited)



	2008					2009					2010				
	1Q	2Q	3Q	4Q	FY	1Q	2Q	3Q	4Q	FY	1Q	2Q	3Q	4Q	FY
Revenue															
Video ⁷	\$4,778	\$4,800	\$4,767	\$4,817	\$19,162	\$4,929	\$4,884	\$4,777	\$4,787	\$19,377	\$4,842	\$4,917	\$4,881	\$4,885	\$19,525
High-Speed Internet	\$1,750	\$1,792	\$1,822	\$1,861	\$7,225	\$1,909	\$1,929	\$1,930	\$1,989	\$7,757	\$2,071	\$2,129	\$2,164	\$2,202	\$8,566
Voice	\$587	\$640	\$690	\$732	\$2,649	\$777	\$801	\$829	\$855	\$3,262	\$877	\$916	\$934	\$955	\$3,682
Advertising	\$379	\$446	\$423	\$461	\$1,709	\$292	\$363	\$363	\$426	\$1,444	\$360	\$446	\$461	\$551	\$1,818
Other ⁸	\$235	\$241	\$248	\$242	\$966	\$242	\$303	\$265	\$269	\$1,079	\$285	\$290	\$293	\$310	\$1,178
Franchise Fees	\$224	\$227	\$228	\$232	\$911	\$234	\$238	\$238	\$238	\$948	\$242	\$251	\$248	\$252	\$993
Total Cable Segment *	\$7,953	\$8,146	\$8,178	\$8,345	\$32,622	\$8,383	\$8,518	\$8,402	\$8,564	\$33,867	\$8,677	\$8,949	\$8,981	\$9,155	\$35,762
Advertising	\$154	\$170	\$146	\$143	\$613	\$143	\$158	\$158	\$152	\$611	\$152	\$191	\$165	\$165	\$673
Affiliate	\$156	\$155	\$158	\$163	\$632	\$178	\$179	\$178	\$171	\$706	\$185	\$196	\$196	\$193	\$770
Other ⁹	\$53	\$41	\$43	\$44	\$181	\$40	\$47	\$47	\$45	\$179	\$48	\$67	\$55	\$61	\$231
Total Programming Segment	\$363	\$366	\$347	\$350	\$1,426	\$361	\$384	\$383	\$368	\$1,496	\$385	\$454	\$416	\$419	\$1,674
Corporate & Other	\$107	\$85	\$67	\$116	\$375	\$122	\$76	\$60	\$135	\$393	\$140	\$122	\$92	\$147	\$501
Total Consolidated Revenue	\$8,423	\$8,597	\$8,592	\$8,811	\$34,423	\$8,866	\$8,978	\$8,845	\$9,067	\$35,756	\$9,202	\$9,525	\$9,489	\$9,721	\$37,937
* Business Services Revenue (included in Cable service revenues)	\$120	\$131	\$145	\$162	\$558	\$176	\$198	\$216	\$238	\$828	\$263	\$306	\$333	\$365	\$1,267
Operating Expense															
Video Programming	\$1,619	\$1,611	\$1,617	\$1,632	\$6,479	\$1,775	\$1,758	\$1,759	\$1,754	\$7,046	\$1,864	\$1,870	\$1,846	\$1,858	\$7,438
High-Speed Internet	\$139	\$137	\$132	\$118	\$526	\$127	\$126	\$134	\$137	\$524	\$125	\$128	\$124	\$122	\$499
Voice	\$193	\$174	\$170	\$146	\$699	\$154	\$132	\$135	\$162	\$567	\$141	\$145	\$148	\$132	\$566
Technical Labor	\$535	\$528	\$572	\$553	\$2,188	\$586	\$586	\$573	\$550	\$2,295	\$561	\$541	\$594	\$567	\$2,263
Other (includes Franchise Fees)	\$718	\$740	\$742	\$765	\$2,965	\$731	\$785	\$780	\$794	\$3,090	\$808	\$897	\$893	\$900	\$3,498
Total Cable Operating Expense ¹⁰	\$3,204	\$3,190	\$3,233	\$3,230	\$12,857	\$3,373	\$3,387	\$3,381	\$3,381	\$13,522	\$3,499	\$3,581	\$3,605	\$3,579	\$14,264
Customer Service	\$438	\$430	\$439	\$450	\$1,757	\$474	\$457	\$471	\$459	\$1,861	\$449	\$446	\$459	\$461	\$1,815
Marketing	\$400	\$411	\$427	\$390	\$1,628	\$370	\$403	\$443	\$387	\$1,603	\$429	\$453	\$520	\$481	\$1,883
Administrative and Other ¹¹	\$771	\$755	\$830	\$861	\$3,217	\$762	\$772	\$795	\$866	\$3,195	\$758	\$771	\$851	\$859	\$3,239
Total Cable SG&A	\$1,609	\$1,596	\$1,696	\$1,701	\$6,602	\$1,606	\$1,632	\$1,709	\$1,712	\$6,659	\$1,636	\$1,670	\$1,830	\$1,801	\$6,937
Total Cable Segment	\$4,813	\$4,786	\$4,929	\$4,931	\$19,459	\$4,979	\$5,019	\$5,090	\$5,093	\$20,181	\$5,135	\$5,251	\$5,435	\$5,380	\$21,201
Total Programming Segment	\$250	\$277	\$242	\$295	\$1,064	\$249	\$271	\$265	\$322	\$1,107	\$264	\$302	\$266	\$373	\$1,205
Corporate and Other	\$186	\$183	\$184	\$215	\$768	\$194	\$153	\$164	\$243	\$754	\$238	\$235	\$210	\$252	\$935
Total Consolidated Operating Expense	\$5,249	\$5,246	\$5,355	\$5,441	\$21,291	\$5,422	\$5,443	\$5,519	\$5,658	\$22,042	\$5,637	\$5,788	\$5,911	\$6,005	\$23,341
Operating Cash Flow (OCF)¹²															
Cable	\$3,140	\$3,360	\$3,249	\$3,414	\$13,163	\$3,404	\$3,499	\$3,312	\$3,471	\$13,686	\$3,542	\$3,698	\$3,546	\$3,775	\$14,561
Programming	\$113	\$89	\$105	\$55	\$362	\$112	\$113	\$118	\$46	\$389	\$121	\$152	\$150	\$46	\$469
Corporate & Other	(\$79)	(\$98)	(\$117)	(\$99)	(\$393)	(\$72)	(\$77)	(\$104)	(\$108)	(\$361)	(\$98)	(\$113)	(\$118)	(\$105)	(\$434)
Total Consolidated OCF	\$3,174	\$3,351	\$3,237	\$3,370	\$13,132	\$3,444	\$3,535	\$3,326	\$3,409	\$13,714	\$3,565	\$3,737	\$3,578	\$3,716	\$14,596
Cable	39.5%	41.2%	39.7%	40.9%	40.3%	40.6%	41.1%	39.4%	40.5%	40.4%	40.8%	41.3%	39.5%	41.2%	40.7%
Programming	31.2%	24.2%	30.3%	15.7%	25.4%	30.9%	29.5%	30.9%	12.4%	26.0%	31.5%	33.6%	35.9%	11.1%	28.0%
Total Consolidated OCF Margin	37.7%	39.0%	37.7%	38.3%	38.1%	38.8%	39.4%	37.6%	37.6%	38.4%	38.7%	39.2%	37.7%	38.2%	38.5%

Capital Expenditures and Free Cash Flow

(\$ and shares in millions, except per share data; unaudited)



	2008					2009					2010				
	1Q	2Q	3Q	4Q	FY	1Q	2Q	3Q	4Q	FY	1Q	2Q	3Q	4Q	FY
Capital Expenditures															
Growth Capital															
Customer Premise Equipment (CPE)	\$819	\$687	\$590	\$775	\$2,871	\$704	\$564	\$626	\$750	\$2,644	\$518	\$566	\$675	\$692	\$2,451
Scalable Infrastructure	\$59	\$55	\$61	\$80	\$255	\$31	\$47	\$45	\$88	\$211	\$25	\$39	\$50	\$67	\$181
Line Extensions	\$48	\$52	\$54	\$58	\$212	\$27	\$30	\$31	\$32	\$120	\$19	\$24	\$28	\$29	\$100
Support Capital	\$54	\$57	\$65	\$102	\$278	\$45	\$40	\$49	\$81	\$215	\$32	\$39	\$55	\$73	\$199
Upgrades (Capacity Expansion)	\$21	\$25	\$13	\$8	\$67	\$1	\$4	\$5	\$5	\$15	\$2	\$3	\$4	\$4	\$13
Business Services	\$50	\$48	\$61	\$72	\$231	\$53	\$85	\$94	\$119	\$351	\$96	\$109	\$129	\$162	\$496
Total Growth Capital	\$1,051	\$924	\$844	\$1,095	\$3,914	\$861	\$770	\$850	\$1,075	\$3,556	\$692	\$780	\$941	\$1,027	\$3,440
Maintenance Capital															
CPE	\$58	\$73	\$76	\$69	\$276	\$62	\$76	\$82	\$70	\$290	\$57	\$71	\$74	\$62	\$264
Scalable Infrastructure	\$103	\$115	\$194	\$269	\$681	\$97	\$137	\$130	\$248	\$612	\$66	\$121	\$134	\$183	\$504
Support Capital	\$43	\$58	\$54	\$72	\$227	\$39	\$36	\$48	\$70	\$193	\$23	\$30	\$45	\$66	\$164
Upgrades	\$60	\$58	\$81	\$141	\$340	\$63	\$83	\$93	\$102	\$341	\$55	\$81	\$92	\$122	\$350
Total Maintenance Capital	\$264	\$304	\$405	\$551	\$1,524	\$261	\$332	\$353	\$490	\$1,436	\$201	\$303	\$345	\$433	\$1,282
Strategic/Discretionary Capital	\$40	\$26	\$19	\$22	\$107	\$8	\$6	\$9	\$22	\$45	\$20	\$37	\$32	\$36	\$125
Total Cable Segment ¹³	\$1,355	\$1,254	\$1,268	\$1,668	\$5,545	\$1,130	\$1,108	\$1,212	\$1,587	\$5,037	\$913	\$1,120	\$1,318	\$1,496	\$4,847
Total Programming Segment	\$4	\$6	\$12	\$22	\$44	\$8	\$6	\$9	\$11	\$34	\$5	\$7	\$7	\$15	\$34
Corporate and Other	\$72	\$40	\$26	\$23	\$161	\$22	\$7	\$6	\$11	\$46	\$7	\$11	\$41	\$21	\$80
Total Consolidated Capital Expenditures	\$1,431	\$1,300	\$1,306	\$1,713	\$5,750	\$1,160	\$1,121	\$1,227	\$1,609	\$5,117	\$925	\$1,138	\$1,366	\$1,532	\$4,961
Percent of Total Consolidated Revenue	17.0%	15.1%	15.2%	19.4%	16.7%	13.1%	12.5%	13.9%	17.8%	14.3%	10.1%	11.9%	14.4%	15.8%	13.1%
Free Cash Flow¹⁴															
Net Cash Provided by Operating Activities	\$2,259	\$2,669	\$2,445	\$2,858	\$10,231	\$2,512	\$2,601	\$2,612	\$2,556	\$10,281	\$2,903	\$2,429	\$2,400	\$3,447	\$11,179
Capital Expenditures	(\$1,431)	(\$1,300)	(\$1,306)	(\$1,713)	(\$5,750)	(\$1,160)	(\$1,121)	(\$1,227)	(\$1,609)	(\$5,117)	(\$925)	(\$1,138)	(\$1,366)	(\$1,532)	(\$4,961)
Cash Paid for Capitalized Software	(\$99)	(\$88)	(\$100)	(\$123)	(\$410)	(\$105)	(\$83)	(\$99)	(\$106)	(\$393)	(\$80)	(\$95)	(\$102)	(\$136)	(\$413)
Cash Paid for Other Intangible Assets	(\$27)	(\$31)	(\$31)	(\$28)	(\$117)	(\$28)	(\$25)	(\$43)	(\$33)	(\$129)	(\$37)	(\$25)	(\$33)	(\$28)	(\$123)
Adjustments for Nonoperating Items	\$0	\$228	\$88	(\$13)	\$303	\$147	\$3	(\$84)	\$49	\$115	\$26	\$5	\$37	(\$61)	\$7
Free Cash Flow (Including Economic Stimulus Packages)	\$702	\$1,478	\$1,096	\$981	\$4,257	\$1,366	\$1,375	\$1,159	\$857	\$4,757	\$1,887	\$1,176	\$936	\$1,690	\$5,689
Economic Stimulus Packages *	\$0	(\$315)	(\$168)	(\$117)	(\$600)	\$0	(\$205)	(\$47)	(\$89)	(\$341)	\$0	\$179	\$89	(\$569)	(\$301)
Free Cash Flow	\$702	\$1,163	\$928	\$864	\$3,657	\$1,366	\$1,170	\$1,112	\$768	\$4,416	\$1,887	\$1,355	\$1,025	\$1,121	\$5,388
Free Cash Flow per Share	\$0.23	\$0.39	\$0.32	\$0.30	\$1.24	\$0.47	\$0.40	\$0.39	\$0.27	\$1.53	\$0.67	\$0.48	\$0.36	\$0.40	\$1.91
Diluted weighted-average number of common shares	3,017	2,970	2,920	2,888	2,952	2,890	2,891	2,877	2,862	2,885	2,837	2,822	2,810	2,800	2,820

*Our definition of Free Cash Flow remains unchanged and specifically excludes any impact from the 2008-2010 Economic Stimulus packages. These amounts have been excluded from Free Cash Flow to provide an appropriate comparison.

Basis of Presentation:

All financial data is presented on a historical basis. Customer data is presented on a pro forma basis and includes 7,000 video customers acquired through an acquisition on November 21, 2008. The impact of this acquisition on our segment operating results was not material. Pro forma data is used by management to evaluate performance when certain acquisitions or dispositions occur. Historical data reflects results of acquired businesses only after the acquisition dates while pro forma data enhances comparability of financial information between periods by adjusting the data as if the acquisitions or dispositions occurred at the beginning of the prior year.

To be consistent with our current management reporting presentation, certain 2008 and 2009 revenues, operating expenses and SG&A expenses were reclassified from Corporate and Other to the Cable segment.

All percentages are calculated on whole numbers.

Notes:

- 1) Homes and businesses are considered passed ("homes passed") if we can connect them to our distribution system without further extending the transmission lines. Homes passed are an estimate based on the best available information.
- 2) Penetration is calculated by dividing the number of customers by the number of homes passed or available homes, as appropriate. The number of customers includes our small and medium-sized business customers.
- 3) Digital Video Customers include customers receiving digital signals through any means including cable cards and digital transport adapters ("DTAs"). Digital Set-Top Boxes include DTAs.
- 4) Advanced Services Customers subscribe to DVR and/or HDTV services.
- 5) Homes and businesses are considered available ("available" homes) if we can connect them to our distribution system without further upgrading the transmission lines and if we offer the service in that area.
- 6) Revenue Generating Units (RGUs) represents the sum of video and digital video, high-speed Internet and voice customers, excluding additional outlets. Subscriptions to DVR and/or HDTV services do not result in additional RGUs.
- 7) Cable Video Revenue consists of our limited analog, expanded analog service, digital, premium, pay-per-view, equipment services and residential video installation revenue.
- 8) Other Cable Revenue includes regional sports programming networks, commissions from electronic retailing networks, other product offerings and revenue of our digital media center.
- 9) Other Programming Revenue primarily consists of international and Internet revenue.
- 10) Total Cable Operating Expense consists of video programming expense, technical labor costs, high-speed Internet and voice expense and other operating expense.

Video Programming Expense, our largest operating expense, is the fees we pay to programming networks to license the programming we package, offer and distribute to our video customers.

High-speed Internet Expense and Voice Expense include certain direct costs for providing these services, but do not fully reflect the amounts of operating expenses that would be necessary to provide these services on a stand-alone basis. Other related costs associated with providing these services are generally shared among all our cable services and are not allocated to these captions.

Technical Labor Costs include the internal and external labor to complete service call and installation activities in the home, and network operations, fulfillment and provisioning costs.

Other Operating Expense includes franchise fees, pole rentals, plant maintenance and vehicle-related costs, including fuel, as well as expenses related to our regional sports networks.
- 11) Cable Administrative and Other Expense consists of administrative personnel expense, bad debt expense, building and office expense, billing costs, insurance expense and property taxes.
- 12) See Exhibit 99.2, Explanation of Non-GAAP and Other Financial Measures, to Comcast's Form 8-K (Quarterly Earnings Release), for the definition of Operating Cash Flow and Exhibit 99.1 to Comcast's Forms 8-K (Quarterly Earnings Releases) for reconciliations of Consolidated Operating Cash Flow.
- 13) Management evaluates Cable capital expenditures by categorizing investments into three groups: Growth, Maintenance and Strategic/Discretionary. Growth is directly tied to revenue generation and represents the costs required to secure new customers, revenue units or additional bandwidth. Maintenance includes investments that allow the company to maintain its competitive position and provide a foundation for growth. Strategic/Discretionary includes investments that lay the groundwork for future products and services, such as our investments in interactive advertising, cross-platform product development or switched digital video.

CPE includes costs incurred at the customer residence to secure new customers, revenue units and additional bandwidth (e.g., digital set-top boxes).

Scalable infrastructures includes costs, not CPE or network related, to secure growth of new customers, revenue units and additional bandwidth or service enhancements (e.g., headend equipment).

Line extensions include network costs associated with entering new service areas (e.g., fiber/coaxial cable).

Support capital includes costs associated with the replacement or enhancement of non-network assets due to obsolescence and wear out (e.g., non-network equipment, land, buildings and vehicles).

Upgrades include costs to enhance or replace existing fiber/coaxial cable networks, including network improvements.

Business Services includes fiber/coax extensions, electronics, CPE and costs to secure new customers.
- 14) See Exhibit 99.2, Explanation of Non-GAAP and Other Financial Measures, to Comcast's Form 8-K (Quarterly Earnings Release), for the definition of Free Cash Flow.