



Comcast Corporation  
300 New Jersey Avenue, NW  
Suite 700  
Washington, DC 20001

November 1, 2010

**VIA ELECTRONIC FILING**

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 Twelfth Street S.W.  
Washington, DC 20554

Re: *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses or Transfer Control of Licenses, MB Docket No. 10-56*

Dear Ms. Dortch:

On October 29, 2010, Joe Waz, Senior Vice President, External Affairs and Public Policy Counsel, Comcast Corporation; Sheila Willard, Senior Vice President, Government Affairs, Comcast Cable (both by telephone); and the undersigned met with the following Media Bureau personnel regarding the above-captioned proceeding: William Freedman, Holly Saurer, and Jennifer Tatel. In the meeting, at the agency's request, we discussed the commitments made by the Applicants related to public, educational, and governmental access ("PEG") programming as explained in our previously-filed submissions in this docket.

In discussing Comcast's commitment to develop a platform to host PEG content On Demand ("VOD") and On Demand Online within three years of closing, we emphasized that this commitment has been designed to enhance PEG programming by taking advantage of these new platforms to promote localism, and it is not intended to affect or replace Comcast's existing franchise requirements for traditional linear PEG channel carriage.

We discussed how this commitment goes beyond merely placing PEG content on VOD, as has already been done at the request of a handful of local franchising authorities with limited success. First, through this commitment, we propose to help local communities extend PEG online as well as On Demand. Second, this commitment will accelerate Comcast's exploration of local VOD solutions that allow the delivery of local content not just to a cable system headend, as is done today, but also targeted geographically to specific communities within a cable system. Third, we highlighted that the goal of the trials is to partner with both local franchising authorities and PEG operators to measure which programming draws viewership on

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VOD and online, and what mix of offerings can best meet the needs of local communities, in an effort to improve PEG service.

To that end, we emphasized that the effectiveness of the trials depends on collaboration with both the PEG access community and local community partners in the pilot sites. This cooperative engagement will extend to all facets of the trials, including working together on the content that will be placed on each platform during the pilot phase. The pilot presents an opportunity to experiment in order to determine what works best from a technology, cost, and subscriber interest perspective. We affirmed that Comcast does not today determine which programming PEG operators place on PEG channels, except at the request of the local PEG community or franchising authority, nor will we play an editorial role in determining which PEG programming will be available either on VOD or On Demand Online (subject to technical limitations such as VOD server space) after the pilots are completed, except as noted.

Pursuant to the Commission's rules, this letter is being submitted for inclusion in the public record of the above-referenced proceeding. Please contact the undersigned should you have any questions regarding this matter.

Respectfully submitted,

/s/ Kathryn A. Zachem

Vice President

Government and State Legislative Affairs

cc: William Freedman  
Holly Saurer  
Jennifer Tatel