

**Brian L. Roberts
Chairman and Chief Executive Officer
Comcast Corporation**

**Keynote Remarks
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GARY SHAPIRO:

Thank you.

You're about to see a first here at the Consumer Electronics Show.

In all of our 41 years, we have never had a keynote address by a chief executive officer from the cable television industry.

Today, that will change.

We are privileged to hear from the chairman and CEO of America's leading cable company, Comcast.

Our discussion of potential keynoters for this year's show focused on leaders who would make an important contribution to our "Convergence" theme.

We concluded that we couldn't tell the story of convergence without cable.

So we called Comcast and asked if Brian would join us.

With his company having completed its massive fiber rebuild and now bringing next-generation products and services to the marketplace, Comcast is helping to define convergence – and Brian is eager to share the details with us.

I'll bet that, even just five years ago, most of you were only vaguely familiar with the Comcast brand.

But when Comcast acquired the former AT&T cable systems in 2002, the company hit the international radar.

Comcast really is a unique American success story.

The company began a little over 40 years ago when Brian's father, Ralph Roberts, sold his men's belts and suspenders business and invested his money in a 1,700 customer "community antenna television" system in Tupelo, Mississippi.

Starting from those humble roots, Ralph – and now his son Brian – have adeptly maneuvered through the land of the telecommunications, media and Internet giants, and today Comcast has emerged as the largest cable company in the world – with nearly 25 million video customers, over 15 million of those taking digital video services.

But of course, Comcast is now much more than just the number one cable company.

It is also the nation's top provider of residential high-speed Internet services with more than 13 million customers.

And it has already become America's fourth largest, and fastest growing, residential phone company, winning over four million customers away from the traditional phone companies to its digital voice service in just the last couple of years.

And there's more to Comcast – much more.

Let's take a look.

[Video Played]

Ladies and gentlemen, please welcome the chairman and CEO of Comcast Corporation, Mr. Brian Roberts.

BRIAN ROBERTS:

Thanks, Gary.

It's so exciting to come here every January, and realize that you're at the center of consumer electronics innovation.

And that's why I can't think of a better place to unveil Comcast's roadmap for the next generation of products and services.

You know, there have been moments in time when cable has been at a major inflection point.

This is one of those moments.

Think of cable's history, during its entrepreneurial era – up to the 1980s – that's when companies like Comcast first wired coaxial cable throughout the neighborhoods of America.

Think of that as Comcast 1.0.

Then came the next 15 years, during which there was lots of consolidation.

We deployed our fiber optic infrastructure.

And this enabled us to deliver hundreds of cable channels and the first generation of two way services.

It also enabled us to launch our highly successful high-speed Internet service.

That was Comcast 2.0.

And that brings us to today, the converging world.

A world that's personalized, portable and fully interactive...

A world where we give our customers what they want, where and when they want it.

Welcome to Comcast 3.0.

I want to tell you a story about the seminal moment when we started down the path to Comcast 3.0.

Ironically, it happened right here at CES.

A few years ago, I was walking through the massive exhibit halls with my friend Glenn Britt, the head of Time Warner Cable.

This was one of my first visits to CES.

We were here with CableLabs, our industry's research and development consortium.

This was right at the time when high-definition TV sets were just becoming the rage, and we were beginning to hear that price points would be moving down dramatically.

And as Glenn and I saw the explosive innovation and future technology on display, we were struck by an amazing fact:

Cable – with our hundreds of channels, an array of new services -- was almost invisible at the Consumer Electronics Show.

We were stunned.

Cable was already well into what would become a hundred-billion-dollar-plus investment in fiber optics.

This made our networks the best and most logical to support CE and content innovation.

As cable operators, we knew we were facing more competition.

But we also knew we had huge advantages.

Satellite was only a one-way service.

And phone companies were coming late to video, and they were not going to wire all neighborhoods, which would limit their scale.

Meanwhile, we had built our advanced networks everywhere.

So, we left CES and we knew what we had to do.

The board of CableLabs met immediately.

And we came up with a plan to reach out to the consumer electronics industry.

We got on planes and traveled all over the world...to the headquarters of the major consumer electronics companies...many of whom are in the audience today.

And we asked them:

"How can we work better with you?"

And they told us – they said, "Hey, there are some real issues here. Your cable systems operate as regional silos – they don't interoperate between companies. And your CE equipment, like your cable box, is closed and proprietary. So we can't innovate. And historically, cable hasn't had the best track record of working with third parties. But, even if we could innovate, every local cable system has a different technology, so we can't sell products at retail."

Well, we got the message.

And we got to work.

Since then, the cable industry has completely rewired our DNA...both to respond to growing video competition, and to become a real partner to you, the consumer electronics industry and retailers.

And that's what brings me here today.

This morning, I'd like to highlight four major initiatives that are the centerpiece of Comcast 3.0.

First, we're America's leading fiber optics network and we're working hard to keep that lead.

We are committed to advancing our fiber optic networks and IP infrastructure so they are absolutely the best.

Second, we're committed to delivering truly superior high-definition television...and unmatched interactive TV experiences to all devices, in the home and on the go.

Third, we're committed to delivering the best customer experience, end to end – from the first phone call, through the installation, and beyond. At Comcast, we have over 300 million customer interactions every year.

That's 300 million opportunities to make an impression – good or bad.

We want to get it right the first time.

But if we don't...I am personally committed to making sure that we always show respect for our customers – so if we mess up, we fess up.

Our customer service must reach new levels of excellence.

Fourth and finally, we're committed to being the leaders in innovation – and that means an expanded partnership with the consumer electronics, PC, software and Internet industries – and with retailers.

With this partnership, we will build and sell new products and services that are converged, plug-and-play, user-friendly, and most important, easily open for third-party innovation.

When we make good on these four commitments, I believe that consumers – and all the companies in this room, including Comcast – will have a terrific future together, with an unimaginable array of new products and services.

You know, there's a long-standing debate in our industry.

Many in the content world have argued that “content is king,” while others have said “distribution is king.”

Well...we know that in Comcast 3.0 *the consumer is king*.

The next generation of Comcast products and services will grow out of this understanding.

I'd like to share with you some of the things we're doing to have the best network, superior HD and the greatest innovation.

So, let's begin by focusing on that last point – innovation.

Our phenomenal success in the high-speed Internet business over the past decade has taught us some important lessons.

We learned that our ability to beat the phone companies into broadband was accelerated by having open-standard cable modems.

This allowed us to get them into the marketplace quickly and inexpensively...and with continuous innovation.

CableLabs engineered what we call the DOCSIS standard, which threw open the doors to a wide range of third-party manufacturers.

Before we knew it, the open DOCSIS standard was a huge worldwide success.

Our industry's experience with DOCSIS – and everything we learned in our ongoing visits with the top consumer electronic manufacturers – caused us to reexamine the way cable had done business for over 40 years.

We asked ourselves – if open standards could deliver this kind of rapid innovation to the PC...wouldn't open standards to the television set bring the same benefits?

The answer is – Yes...they will.

So today, we're announcing that the age of the closed, proprietary cable set-top box is behind us – and the era of an open two-way cable platform is here.

As a result of years of collaboration with CableLabs and many of the companies in this room, we created the Open Cable platform – which we have officially rebranded here at CES as Tru2way™.

Tru2way is important for both consumers and the consumer electronics industry.

First, when a consumer buys a device built with tru2way technology, they can bring it home, plug it in, and it will support *ALL* interactive two-way cable services.

It's simple and it's easy.

For many consumers, a tru2way device can mean no more cable set-top box.

And second, for hardware and software companies, tru2way means that cable now offers an open platform for innovation.

It's Java-based with open APIs.

Now, a software developer can write an application once – a gaming application, an entertainment application, even a service like TiVo...and it will work on a tru2way-enabled device, regardless of manufacturer, and across virtually every cable system.

The tru2way platform will turn the “cable market” into a single market – not just the hundred million homes passed by cable in the U.S., but all around the world.

Tru2way technology opens cable to innovation by applications developers and consumer electronics companies.

This is a totally different business model.

We’re thrilled that so many leading CE and technology companies participated in developing tru2way technology.

This open platform model has already been embraced by many of the biggest names, like Panasonic, Samsung, Intel, Cisco, LG, Microsoft, Motorola, TiVo, Sun Microsystems, and more.

Virtually the entire cable industry will support tru2way technology on our local systems by the end of this year.

By that time, tru2way consumer electronic devices will already be in the marketplace.

Here at the Show, look for new tru2way devices from Panasonic, Samsung, LG and Motorola that will deliver all of cable’s interactive two-way services.

Also here in Vegas, TiVo is showcasing how its service operates as an application within a Comcast set-top box – a new service we’re already rolling out in the New England market.

And as Bill Gates has mentioned in prior CES appearances, cable is working together with Microsoft and other folks in the PC industry to enable tru2way on future Windows Media Center PCs.

This will let end users receive all cable services through their Media Center PCs without a separate set-top box.

It will bring all cable content, including two-way interactive services like video on demand, and the cable program guide, into the Media Center ecosystem.

So, whether you're at the PC or the TV...using your home network, or even an Xbox or a portable device...the consumer gets one single integrated user interface.

We have made significant technological progress in recent months and we are excited about the business prospects of this project.

Wow – what a change!

One of the great things about tru2way is that it doesn’t just present opportunities for established players.

It also opens up new possibilities for start-ups and entrepreneurs.

In fact, last spring over three hundred application developers came to our first session on tru2way at the Cable Show here in Las Vegas...and hundreds more attended the JavaOne conference last May.

These are the innovators who will develop the next generation of applications that will help keep cable in the forefront.

One of cable's most dedicated consumer electronics partners in making tru2way services a reality has been Panasonic, the world's largest consumer electronics manufacturer and the leader in plasma TVs.

Here to tell us more about his company's leadership in the tru2way effort, I am honored to introduce the President of Panasonic AVC Networks Company, please welcome Mr. Toshihiro Sakamoto.

BRIAN ROBERTS:

Welcome, Hiro.

I enjoyed being here yesterday as part of your fabulous keynote presentation.

TOSHIHIRO SAKAMOTO:

It's a pleasure to be back with you, Brian.

We are very proud of our partnership with Comcast, and we are very excited about tru2way technology.

Yesterday, we announced that two new models of these interactive HDTVs will be available later this year...in 42 inch and 50 inch screen sizes – and both are tru2way enabled.

That means customers will no longer need a set-top box.

It's built right into the TV.

And only one remote will control it all!

And, best of all, no more extra wires...

And this morning, I'm pleased to join you to present another great new product.

BRIAN ROBERTS:

A centerpiece of Comcast's efforts to deliver a more personalized television experience is to give our customers easy and convenient access to all the great content Comcast provides whenever and wherever they want it.

So, working together, Comcast and Panasonic have come up with a fantastic solution – we call it AnyPlay™.

MR. SAKAMOTO:

This might appear to be an ordinary cable set-top box.

And it does everything you'd expect a set-top box to do.

But there's more.

With this device, you can record all the first-rate content you've come to expect from Comcast...

Then just detach this portable device from its docking station and you are ready to go.

BRIAN ROBERTS:

This is the first portable DVR/DVD combination available to consumers with tru2way capability.

You can play content anywhere, anytime – in your den...on an airplane...or in the back of a car with the kids.

It's just that simple.

This AnyPlay portable DVR-DVD and tru2way-enabled televisions show what the consumer electronics industry and the cable industry can accomplish when we work together.

With Panasonic's leadership, I'm confident that tru2way technology will change our businesses forever.

I applaud you for your vision.

TOSHIHIRO SAKAMOTO:

Thank you, Brian.

All of us at Panasonic look forward to developing more exciting products from our partnership with Comcast.

BRIAN:

Thank you again, Hiro for joining us today.

As Gary Shapiro mentioned earlier, nearly 45 years ago my father, Ralph – who, by the way, is in the audience today – got started in the cable business in Tupelo, Mississippi.

Now, Tupelo's claim to fame is not only that it's the birthplace of Comcast; it's also famous as the birthplace of Elvis.

On that early cable system, Ralph was able to offer his customers a whopping five channels...but that was nearly twice as many as most people could get in the early 1960's.

Since then, cable has exploded from five channels to hundreds of channels of wonderful entertainment.

Ralph learned a fundamental principle back then that still guides Comcast today – give consumers more choice.

That's because...choice sells.

And from that founding vision, we've gone on to build an unbelievable world of choice.

With our acquisition of AT&T's cable systems about five years ago, we became an industry leader.

And after a successful integration, we undertook our first major innovation for consumers...to deliver more programming choice than ever before – we called it Comcast On Demand.

Originally, we offered only 250 viewing choices – a small sampling of cable's best content.

Early customer usage was amazing, and within a year, we'd increased the offerings to 1500 choices.

Fast forward to today – and our customers enjoy a continuously refreshed selection of more than 10,000 On Demand choices every month.

Comcast is now the largest provider of On Demand television programming in the world.

And – just as when we started – 90% of our On Demand content is available at no additional charge.

Our customers tell us they love the personalized experience that On Demand offers.

In fact, they're using On Demand on average more than a hundred times every second, every day of the week.

That's 275 million views a month.

And since 2003 on Comcast systems alone...we've had over six billion views.

Let me put that six billion in context for you – that's twice as many Comcast On Demand views as there have been music downloads from Apple iTunes since its launch...and six times the number of movies rented from Netflix in its first eight years!

I think those stats are even more impressive when you consider that Comcast currently has On Demand available in only 15 million of our nearly 25 million cable homes.

And in the future, we hope to put On Demand in virtually every home we serve.

Comcast already offers more television choices than any of our competitors – and now Comcast 3.0 is focusing on delivering more high-definition choices than anyone else.

So today, we're announcing that we will put over one thousand HD choices in virtually every Comcast HD home by the end of 2008.

What satellite says they'll offer...pales by comparison.

But we're not stopping there.

By the end of this year, we'll begin to roll out an extraordinary new system architecture that will radically increase the number of choices we can provide On Demand.

This new architecture will let us offer every month to our customers over 6,000 movies On Demand – more than 3,000 of them in High Definition.

In fact, this new architecture paves the way for our ultimate vision of what On Demand can be.

We call it...“Project Infinity.”

[Video Played]

With Project Infinity, we plan to give our customers exponentially more content choices – delivered instantaneously to the TV.

That means we want to provide every piece of video content that a producer wants to put on TV – every movie, any TV show, any conceivable kind of video.

We're going to expand our relationships with all kinds of content creators, large and small.

And we can work with whatever business model makes sense for them – whether it's free, ad-supported...subscription-based...or pay-per-view.

Project Infinity will give Comcast customers the best content and the most on demand content they will ever find...anywhere.

Project Infinity is the content-hungry consumer's dream.

Where today's world of 10,000 choices expands exponentially into a world of hundreds of thousands of choices...and with user generated content, the possibility of millions of choices.

You're never going to want to get off the couch!

Comcast is clearly changing the entertainment experience.

So, now let's take a look at some of the ways we're changing the communications experience.

It may have surprised you to hear that Comcast is already the fourth largest residential phone company in America...and we have our sights set on number three.

We have over four million Comcast Digital Voice customers in just over two years of service.

That's really due to our technological advantage – we have a brand new, state-of-the-art IP network, not the old, traditional circuit switched network.

This allows us to keep adding value with innovative Next Generation communications services.

Our goal is to ensure that Comcast Digital Voice is always one step ahead of our phone company competitors.

Here are just two examples:

First, we'll soon be offering Caller ID to the TV, so you can see who's calling you without even having to reach for the phone...

And second, we've given our customers integrated messaging on the Web.

[Video Played]

We call this feature SmartZone™.

SmartZone lets you check your home voicemail and email online from a PC, no matter where you are.

This is like the feature you may have seen on the iPhone – now it's available for your landline phone.

A big fan of SmartZone is Dennis Miller, host of Sports Unfiltered...on our Comcast network...VERSUS.

Here's Dennis to show us how SmartZone works.

[Video Played]

SmartZone is another great example of convergence.

And that feature you saw there at the end that let Dennis record his TV shows from his PC...that's just one feature of an exciting new web based entertainment service we're launching today.

And to help me present this cross-platform innovation, I want to bring out a man who himself is one of the great innovators in entertainment.

You may have stayed up with him on New Year's Eve with Dick Clark...you drive with him when he hosts *American Top Forty*, you enjoy him on *American Idol*, and – most importantly you can see him every night on *E! News*. From Comcast's own E! Entertainment Television – please welcome Mr. Ryan Seacrest.

RYAN:

Good morning, Brian.

BRIAN:

Ryan, thanks for joining me here at CES.

RYAN:

It's great to be here. I've gotta tell you, I get to cover a lot of exciting events and meet some incredible people, but this trip to CES is one of the coolest things I've ever done.

BRIAN:

Wait a second – you're the guy who skied with Paris Hilton and rang in the New Year with Carrie Underwood.

RYAN:

That was me.

BRIAN:

And you're telling me that being at CES is right up there with that?

RYAN:

Absolutely.

This is like going to the world's biggest toy store for grown-ups.

I feel like I've walked into a science fiction novel of what tomorrow will look like.

And you know, Brian, it's terrific to see you here keynoting CES...because you guys at Comcast are doing some amazing things.

BRIAN:

I appreciate that.

And you're the perfect guy to help me explain some of them.

No one has their finger on the pulse of entertainment more than you do.

And I know that you're a cutting-edge consumer as well.

RYAN:

Well, actually, I think I'm like most of the people of my generation.

We want it all and we want it now.

And the Internet helps us do that.

BRIAN:

Well, Comcast has been doing the Internet for over a decade now.

We're the biggest provider of broadband service to homes in America...

In fact, the Comcast.net portal is one of the top ten Web sites in America.

RYAN:

That's impressive.

BRIAN:

And today, you and I are going to introduce a brand new service from Comcast that extends our vision of the entertainment experience to the internet...we call it, Fancast.

[Video Played]

BRIAN:

Fancast is not just another entertainment Web site.

It's the launching pad for convergence between the PC and the TV...and the next big step toward a truly personalized entertainment experience.

RYAN:

That's a cool-looking site.

Hey, Flight of the Conchords – Great show!

BRIAN:

Consumers have told us they want great content – like Flight of the Conchords – on demand, but they often don't know where or how to get it.

Between the hundreds of channels on cable, On Demand offerings, and video on the web, there are tons of great entertainment choices out there.

RYAN:

It can be really overwhelming sometimes.

BRIAN:

Well, imagine one site that links you quickly and easily to the world's greatest content wherever it lives...on television, On Demand, on DVDs, in theaters, or elsewhere on the Internet.

RYAN:

I would live there even if you weren't my boss.

BRIAN:

Well, that's Fancast.

Fancast is the first-ever one stop destination for entertainment content.

Over the last year, we've been assembling one of the largest video-rich websites.

And, today, Fancast is launching with over three thousand hours of streaming video – 10,000 movie trailers...50,000 celebrity photos...in all, more than 11 million pages of entertainment.

RYAN:

That's huge!

BRIAN:

And Fancast builds on our more than 30 years of working relationships with all the best media brands.

RYAN:

Wow -- CBS, NBC, Fox, MTV, Discovery, E! Entertainment – that's a really impressive list.

BRIAN:

Comcast is already the largest purchaser of TV content in the U.S., and now we're bringing those relationships to the internet.

OK, why don't we take Fancast for a spin?

RYAN:

Let's go.

BRIAN:

The tray here at the top is called... "What You Can Watch Today" – and it recommends the most popular shows and movies.

But we want to make Fancast personal for you.

So as you use Fancast, it learns your preferences based on your history on the site...and it makes personalized recommendations.

RYAN:

So it works like Amazon or other sites that tell you what might be interesting to you based upon what you search for or buy.

BRIAN:

Exactly.

Now Ryan, I know you've set up your own Fancast home page.

Would you mind sharing it with us so we can see how this personalization works?

RYAN:

Sure. Let's go take a look.

[Video Plays]

BRIAN:

So, here we are on Ryan's personalized home page.

And we can learn something about your entertainment preferences.

RYAN:

This could be scary. Oh, here we go.

*E! News...Idol, of course...that really funny movie *Knocked Up*...oh, and one of my very favorite TV shows, *Heroes*...*

BRIAN:

Ahh...You're a fan of *Heroes*...So let's just click on the thumbnail...and now you're just another click away from deciding how and where you want to watch it.

Fancast is designed to give you many options.

As you'll see, you can watch it on Fancast...on TV...On Demand...On DVD...

[Video Ends]

RYAN:

*...Heroes is a TV show – but what if we happened to be looking for a movie? You and me... *Good Luck, Chuck?**

BRIAN:

Fancast would tell you whether it's currently in theaters, and then if you clicked again, you'd be able to buy tickets on Fandango.

RYAN:

I'm liking this.

What's the "Find It" thing?

BRIAN:

With the "Find It" feature, Fancast connects you to entertainment sites across the Internet, all from one easy location.

So you can get downloads from stores like iTunes and Amazon, or rent DVDs from Netflix.

RYAN:

I'm a little depressed that I didn't think of this...is there any other site like it?

BRIAN:

No...Fancast is the first.

No one else lets you find, watch AND manage all your video entertainment choices...all in one place.

[Video Played]

RYAN:

Okay, but let's look at *Heroes*.

BRIAN:

It's in the Fancast library.

So let's just click the "On Fancast" button, and it starts streaming to your PC.

[Video Played]

RYAN:

Hey, this looks great...

I've really wanted to see this episode.

BRIAN:

Unfortunately, we can't watch the whole thing now.

But let's look at a feature we'll be adding soon that you'll like.

Let's say you want to watch it at another time...you can tell Fancast to send instructions right to your DVR to record it...then you can watch it whenever you want.

RYAN:

So it'll be the ultimate global remote control.

But wait a minute – what if I don't have a DVR?

BRIAN:

No problem.

Soon, Fancast will be able to send you an e-mail reminder like the one we saw Dennis Miller get earlier.

RYAN:

That's great – but what if I don't live in an area where Comcast provides cable?

BRIAN:

Fancast is available everywhere since it's web-based.

But we're also planning to offer the remote DVR feature to other cable operators, too.

RYAN:

So it looks like Fancast will make sure that I'll pretty much never miss one of my favorite shows again.

BRIAN:

It's really your personal entertainment assistant.

And we plan to add even more cool features and content partners throughout 2008 and beyond.

RYAN:

So we've seen a lot of streaming video, but what if I wanted to download something really huge – like a High Def movie – to my PC.

Can I do that?

BRIAN:

Yes...you will soon.

And this gives us the chance to show the audience something really exciting, which everybody's going to want.

RYAN:

Okay, let's show them.

[Video Plays]

BRIAN:

So here's *Batman Begins* in HD – from Warner Brothers – and it says the film runs 2 hours and 20 minutes.

So you'd click here to download.

RYAN:

It says we're going to download this entire movie – in high-definition – in under four minutes?

That's amazing!

[Video Ends]

BRIAN:

I agree.

And guess how long a high def download like that would take using DSL or dial-up?

RYAN:

Longer than it took to make the movie?

BRIAN:

Pretty close.

It would take about seven days on dial up...and about six hours on today's DSL connections.

And just four minutes on "wideband."

RYAN:

Wait a second – I know about "broadband," of course, but not "wideband."

What's that?

BRIAN:

It's cable's next big thing – a huge technological breakthrough called DOCSIS 3.0.

It takes us to a whole new level of speed and bandwidth.

RYAN:

So how does it work?

BRIAN:

Today, when we deliver broadband, we're using spectrum on our cable system that's equivalent to one 6Mhz analog television channel.

That lets us provide broadband speeds of up to twelve to sixteen megabits per second using our unique PowerBoost™ technology.

Now, using DOCSIS 3.0, we can bond together four or more of those standard analog channels.

This will let us deliver speeds of up to 100 megabits per second over the next two years.

RYAN:

Wow – now that is fast!

BRIAN:

And as our cable systems go all-digital and we recapture more of those analog channels, we can bond even more of them together and potentially go even faster.

RYAN:

That's amazing!

When will we actually see these kinds of speeds?

BRIAN:

Well, the great news is that we'll have DOCSIS 3.0 rolled out in front of millions of homes in Comcast service areas by the end of this year.

If it's as popular as we expect, we'll continue rolling out this exciting product.

No competitor will have this much speed in front of so many homes.

RYAN:

Brian, DOCSIS 3.0 sounds like a real game-changer.

BRIAN:

It is.

Just think about what happened when cable leapfrogged dial-up and introduced broadband speeds.

Broadband was instrumental to the success of Google, Amazon, eBay, YouTube, and all the other graphics – and video-rich web services we now take for granted.

So when we boost web speeds 10, 20, maybe up to 50 times faster than what you're used to today, it will mean a whole new world of innovation that we can barely imagine.

RYAN:

How about we shift gears?

I was playing with this great thing on Fancast called "Six Degrees."

I loved it.

BRIAN:

I know everyone has heard of "Six Degrees of Kevin Bacon," right?

RYAN:

Yeah. Wasn't he awesome in *Wild Things*?

BRIAN:

Well, here's the Fancast version of "Six Degrees."

It lets you explore interesting connections between television shows, movies and their casts and crews.

It even tells us who's dating whom in the entertainment industry.

RYAN:

With all due respect...that's my job!

BRIAN:

I'm sure you'll never run out of Hollywood news.

Hey – just for fun, why don't we try Six Degrees of Ryan Seacrest?

[Video Plays]

RYAN:

Of me?

Sure – why not?

BRIAN:

So we've pulled up your People page on Fancast.

And by the way, yours is just one of *over*, two million people pages about celebrities and stars that are already live on the site.

Now let's click on your "Six Degrees" button.

BRIAN:

* "Six Degrees" helps you connect the entertainment world through celebrities, movies, producers, TV shows and more

* "Six Degrees" merges multiple databases across industry types

And now we'll see who's connected to you.

There's Lucille Ball.

RYAN:

Whoa – what's my connection to Lucille Ball?

BRIAN:

Well, you hosted the *Emmy Awards* last year, right?

Well, Lucy hosted them in 1953.

And your pal from *Idol*, Simon Cowell.

RYAN:

Yeah, I guess that one doesn't take much explanation.

BRIAN:

And Justin Timberlake?

RYAN:

I know that one, too – I hosted the Emmys and Justin won an Emmy. Oh, and we both received Teen Choice Awards, too.

And there's Hayden Panettiere from *Heroes*.

She's also been a guest on my shows, great interview.

BRIAN:

Why don't we click on Hayden and see who she's connected to?

[Video Ends]

RYAN:

Pretty cool, huh?

It's like this giant webcloud of Hayden.

BRIAN:

And you probably heard me speaking earlier about all the great interactive capabilities that our new tru2way technology will bring to the television set.

[Video Played]

Well, this is yet another example.

We plan to put the Fancast experience – including “Six Degrees,” and other Java-based applications like this, plus all that fantastic search capability, on your TV.

BRIAN:

Ahh...look at this...your download is complete.

As you can see, using wideband, the download is finished.

But with DSL, only two percent of the movie would have downloaded.

RYAN:

That is amazing.

BRIAN:

There's really no comparison.

But super-fast HD movie downloads are only the beginning.

It's obvious that wideband speeds will enable a whole new dimension of web-based innovation.

And by the way, Ryan, your download of *Batman Begins* came with a fun bonus – a special trailer in HD for the new blockbuster film in the Batman series, *The Dark Knight*, coming to theaters next summer.

RYAN:

Hey, is Comcast the cable company in Gotham City, too?

BRIAN:

As a matter of fact, we kinda are.

Comcast is the official cable and broadband partner on *The Dark Knight*.

So our customers will get to see fun and exclusive content as we lead up to the premiere.

RYAN:

Let's watch it!

BRIAN:

Sure – here it is...

[Video of The Dark Knight Played]

BRIAN:

Wow.

That looks fantastic.

I can't wait to see it next summer.

Now I see that Ryan has made his way down to the audience to talk with some folks there.

It feels a little bit like *American Idol*. Ryan, who have you got there?

[Brian takes Q&A from the audience]

BRIAN:

Well, I hope this morning's presentation has given you a better sense of how Comcast's vision of entertainment, innovation and convergence really works across all platforms – the TV, the PC, the internet, the phone, and portable devices.

At Comcast, we've made some major decisions.

In order to innovate faster...our cable systems must have an open architecture – not closed.

We must be the technology leader.

We must provide more consumer choice than anyone.

Our customer service – and the entire customer experience – must reach new levels of excellence.

I believe Comcast is the company you will want to partner with to give consumers what they really want – whether you create or produce content, build consumer electronic equipment, sell it at retail, operate an internet site or write software.

At future CES shows, you're going to see cable everywhere – because we're leading the way into a converged, personalized world.

It's a whole new year for Comcast.

And a whole new attitude.

It's Comcast 3.0.

We're open for business.

We're open for partnering.

We're energized.

We're excited.

And we're ready to get to work!

I want to thank Ryan Seacrest for helping me out today.

Ryan, come on out here.

RYAN:

Thanks, Brian.

It's been fun and I'm really excited about the terrific new products and services Comcast is rolling out in 2008 and beyond.

Hey, I have one question.

BRIAN:

Sure.

RYAN:

With all this entertainment Comcast provides besides *E! News* weeknights at 7 and 11PM...what do you like to watch?

BRIAN:

I love On Demand so I can watch just about anything...but there's this new program on HBO starring two guys from New Zealand...

[Video Played]

BRIAN:

Ladies and gentlemen, making their CES debut, please welcome, Jemaine and Bret...better known as *Flight of the Conchords*.

[BAND PERFORMED "BUSINESS TIME"]

BRIAN:

Wow, that was pretty crazy...and a lotta fun.

Ultimately – everything we do at Comcast is about making communications and entertainment fun.

We're ready to get down to business.

And as the boys said, "It's bizness time."

Have a great time at the Show.

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