

## Fact Sheet

### COMCAST'S DIGITAL UPGRADE – A “WORLD OF MORE”

#### WHAT

It's a digital world. Today, television programming is digital, TV sets are digital, consumer electronics are digital, music is digital (CDs, MP3s, iTunes), movies (HD, BluRay DVD) are digital, and even broadcast television has gone digital. Comcast will soon complete its own digital service upgrade.

Comcast is introducing a digital service upgrade called “**World of More.**” World of More will bring **additional benefits to all Comcast customers** including those who, for the first time, will receive digital-quality channels, video on demand, digital music channels and other features **at no additional cost.**

The network enhancement will also allow Comcast to provide many more HD channels, an expanded On Demand offering, faster Internet speeds and more.

To make World of More possible, Comcast's analog Expanded Basic Cable channels (channels 23 through 77 in the Carlisle area; channels 21 through 79 in Hampden Twp.) will be delivered exclusively in digital format. The company already delivers a fully digital signal to the vast majority of our customer base, and we are now taking steps to provide the benefits of digital to customers who have not yet upgraded.

Following the upgrade, Comcast customers will need digital equipment on TV sets in order to receive the Expanded Basic Cable channel lineup. *Customers will be able to receive Limited Basic channels (basic broadcast channels) with no equipment required.*

#### WHY

Delivering channels via digital format is a more efficient use of the existing cable infrastructure. By re-allocating analog channels to exclusive digital delivery, Comcast is able to triple the space on its network to give customers more of what they want – more HD, channels and On Demand, as well as much faster Internet service. One analog channel occupies as much space as 10 digital channels and three HD channels.

World of More allows Comcast Standard Cable customers to enjoy a vastly improved television experience with 100% digital picture and sound, thousands of VOD choices, access to more high-def channels and interactive features. **Comcast will provide customers with the equipment needed to receive these benefits at no additional cost.**

The upgrade will deliver a next-generation platform for new services in the Carlisle area, meaning more programming content and features for customers:

- Immediately, **Expanded Basic Cable customers who take action to receive their new equipment will receive more than 20 new channels in their lineup**, including Hallmark Movie Channel, C-SPAN 3, CMT and Biography
- Following the upgrade, Comcast will **launch additional HD channels.** In the coming months, **World of More will deliver up to 100 of the very best HD channels.**
- Customers already have access to 17,000 VOD choices, including more than 3,000 in High Definition, and Comcast will continue to add **more VOD**, which will grow to tens of thousands and ever-increasing choices.
- With this additional network capacity, Comcast will be able to **continue boosting broadband speeds** for customers, which are already available up to 50 Mbps.
- Customers can expect more next-generation features and enhancements in the near future.

#### WHEN

Digital delivery of all Expanded Basic channels is slated to be completed in 2Q 2010 in Comcast's Carlisle system (and late 1Q in Hampden Twp.)

Prior to the move to all-digital, customers will receive **direct notifications from Comcast** explaining the upgrade and the changes to Expanded Basic Cable service.

# 12 Things You Should Know About Comcast's Digital Upgrade

## *Comcast is Leading the Way to a WORLD OF MORE*

1. Comcast's digital upgrade, called "World of More," is a nationwide initiative that is rolling out neighborhood by neighborhood in an effort to keep customers ahead of the digital curve and bring them access to **MORE** innovative products and services at no additional cost.
2. Comcast's digital service enhancement will offer customers **MORE** high-definition, **FASTER** Internet speeds, **MORE** Video On Demand and the **ULTIMATE** in digital video and sound.
3. World of More is entirely separate from the federally-mandated DTV transition that occurred last June 12.
4. One analog channel consumes the same amount of bandwidth as 10 digital or three HD channels.
5. Soon, Comcast will begin delivering its Expanded Basic Cable service, (channels 23 through 77 in the Carlisle area; channels 21 through 79 in Hampden Twp.), to customers exclusively in an all-digital format.
6. The overwhelming majority of Comcast customers are already digital.
7. Customers who currently subscribe to Expanded Basic Cable service and receive an analog signal directly to the TV set without a Comcast set-top box will need to obtain digital equipment from Comcast. Easy-to-use self-installation kits are available for pick up at local Comcast service centers or can be shipped to customers.
8. Comcast will provide each household with up to three pieces of digital equipment, all of which will come with **NO** additional monthly charge and deliver the added benefits of an enhanced video experience.
  - Nielsen research shows that the average household has 2.8 televisions.
9. Once they install Comcast's digital equipment, customers in the Carlisle area will **IMMEDIATELY** receive a **free upgrade to digital services** and numerous benefits including:
  - Digital quality picture and sound on **ALL** channels
  - **More than 20 additional channels** like C-SPAN 3, Biography, Hallmark Movie Channel and CMT
  - More than 40 commercial-free **music channels**
  - Interactive **on-screen programming guide** with search and parental-control functions
10. In the coming months, Comcast's World of More will bring customers:
  - **MORE** HD choices – up to 100 channels
  - **FASTER** Internet speeds beyond the 50 Mbps speeds we recently introduced
  - **MORE** On Demand programs – up to 20,000 titles
11. Customers who subscribe to Comcast's Limited Basic service – as their primary service or on secondary TV sets – will continue to receive analog programming with **NO** equipment required.
12. As channels are upgraded to an all-digital format in each area, Comcast will communicate early and often with customers to explain what is happening, how it affects them and what actions they need to take – if any.
  - The majority of Comcast customers who need to take action have already made the change.

For more information and a step-by-step video demonstration, visit:

<http://www.comcast.com/DIGITALNOW>

## HOW

In the time leading up to the pending enhancements, customers can take a few easy, no-cost steps to bring Digital TV benefits into their homes and prepare for the upgrade to all-digital benefits in their area.

### *Step 1: Install...that's all.*

Customers who currently subscribe to Comcast's Expanded Basic Cable service and receive an analog signal directly to the TV set without a set-top box from Comcast will need to:

- Use a simple self-install kit to hook up a new device on their own (a very easy, no-cost process that many thousands of customers have already completed). Kits can be picked up at a Comcast service center; ordered at 1-877-634-4434 or online at [www.comcast.com/digitalnow](http://www.comcast.com/digitalnow).
- There are no installation costs if customers pick up and connect the devices.
- Professional installation of equipment is also available for the standard installation cost.

In order to make the process as easy as possible for customers, Comcast will give each household up to **three pieces of digital equipment: A digital set top box and two digital adapters**, all of which come with no incremental monthly fee. *Industry research shows the average household has 2.8 televisions.* Additional adapters cost \$1.99/month; based on level of service, additional set-top boxes cost \$5 to \$10/month.

### *Step 2: Channels Upgrade to Digital.*

Channels will transition to all-digital delivery in the coming months.

If a customer chooses not to take the equipment Comcast is providing, they will receive only the Limited Basic tier of channels following the upgrade date and their bill will be reduced accordingly. The Basic lineup includes local broadcast stations like ABC, PBS and NBC, shopping channels and various public access and government channels.

### *Step 3: Access to a World of More.*

Customers who have Expanded Basic Cable on primary or secondary TV sets will have access to significant benefits including:

- Digital quality picture and sound on all channels
- Access to more than 20 additional channels
- More than 40 digital music channels, interactive program guide and parental controls – all delivered by a digital set top box from Comcast.
- Access to HD channels, plus more than 3,000 HD On Demand choices.
- Up to three digital devices (one set top digital box and two adapters) included at no additional monthly charge
- More exciting features from Comcast in the months to come.