



Comcast ON DEMAND Tops Three Billion Views

Nation's Premier Video-On-Demand Service Features 7,500 Programs Monthly in Fall Lineup

New 'TV Planner' Guide on Comcast.net Helps Customers Navigate Expanding TV Choices

PHILADELPHIA, Sept. 6 /PRNewswire/ -- Television viewers are increasingly choosing to watch the shows they want on their schedules - a trend fueling the incredible growth of Comcast's signature video-on-demand service, which has now surpassed three billion program views since 2004. Comcast, the nation's leading provider of cable, entertainment and communications products and services, also set a new monthly record for July, with customers watching 180 million ON DEMAND shows.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060906/PHW034>)

As ON DEMAND tops three billion views - the equivalent of 10 programs watched by every person in the United States - Comcast customers have made music videos and programs (more than 540 million viewed), children's shows (more than 330 million viewed), free movies (more than 180 million viewed) and sports and fitness programs (more than 73 million viewed) some of the most popular programming categories.

"Customer response to ON DEMAND over the past few years has been extraordinary," said Page Thompson, Senior Vice President and General Manager of Video Services for Comcast. "ON DEMAND is the ultimate viewing experience, and as more customers try the service and we continue expanding our content library with viewers' favorite shows from top networks and VOD-exclusive programs, we expect ON DEMAND use to continue climbing."

TV Planner on Comcast.net

To help manage the growing number of viewing choices, Comcast also has launched an online program guide - called TV Planner - on Comcast.net, the company's award-winning broadband portal. TV Planner integrates the advanced search functionality available on the Internet today to make it even easier for customers to discover and sort through all of the ON DEMAND and TV programming options.

Viewers can customize searches by title, category (such as movies, sports, kids and HD) and genre (such as comedy, documentary and drama) to find the programming that best matches their interests. TV Planner is the first and only online program guide that enables viewers to search ON DEMAND and HD ON DEMAND.

Comcast ON DEMAND's Fall Lineup

Comcast's ON DEMAND service offers a growing library of more than 7,500 programs per month - available any time customers want to watch them, with the ability to fast forward, rewind and pause selections. Approximately 95% of ON DEMAND programs are available at no additional charge for Comcast Digital Cable customers based on their service levels. Viewers can choose from categories like:

-- Premium Services: movies and award-winning original series from HBO, Showtime, Cinemax, The Movie Channel, Starz and Encore

- Movies: up to 800 movies every month, from the latest Hollywood blockbusters to all-time classics
- Network Primetime: hit shows from CBS and NBC, including "CSI: Crime Scene Investigation," "NCIS," "Survivor," "The Office," "Law & Order: Criminal Intent" and "Law & Order: Special Victims Unit"
- TV Entertainment: hit shows from the most popular cable networks, including A&E, MTV, VH1, E!, TNT, Comedy Central, Discovery, USA Network, BBC America, TV One, Logo, CMT, TBS, BET and Oxygen, as well as classic TV series like "Charlie's Angels," "One Day at a Time" and "Soap" from Comcast's exclusive Tube Time service
- Kids: popular children's series from PBS KIDS Sprout, Nickelodeon, Cartoon Network, Boomerang, Noggin and Discovery Kids
- Sports & Fitness: more than 90 workout and motivational programs from exercisetv and programs from Versus, NFL Network, Speed Channel, NBA TV, Golf Channel, OLN and Sportskool
- Music: hundreds of music videos in a wide range of genres as well as concert performances, music instruction series and Comcast's Karaoke On Demand, giving viewers the chance to belt out a favorite tune in the comfort of their own living room
- Life & Home: lifestyle advice on topics including parenting, cooking, weddings, fashion and style
- Cutting Edge: featuring anime, programs from Cartoon Network's Adult Swim and Dating On Demand, the first network to combine video on demand with online dating

Comcast also is introducing high-definition (HD) ON DEMAND programming, giving customers the added choice and convenience of watching programs in crystal-clear HD at any time.

About Comcast

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 23.3 million cable customers, 10 million high-speed Internet customers, and 1.6 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, OLN, G4, AZN Television, PBS KIDS Sprout, TV One and four regional Comcast SportsNets. Comcast also has a majority ownership in Comcast Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

SOURCE Comcast Corporation -0- 09/06/2006 /CONTACT: Chris Ellis of Comcast, +1-215-981-7771 or chris_ellis@comcast.com, or Jenni Moyer of Comcast, +1-215-851-3311 or jenni_moyer@comcast.com /Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20060906/PHW034> AP Archive: <http://photoarchive.ap.org> PRN Photo Desk, photodesk@prnewswire.com /Web site: <http://www.comcast.com/> (CMCSK CMCSA)

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