

SASB Data Report

Our annual [2021 Impact Report](#) and its related [2021 Impact Data Infographic](#) present information for Comcast Corporation and its consolidated subsidiaries (the “Company”) relating to our key environmental, social and governance (“ESG”) focus areas.

The information below reports certain additional ESG information and metrics with reference to the Sustainability Accounting Standards Board (“SASB”) framework. The information outlines how our existing disclosures align with the recommended metrics for the SASB Telecommunications Services and Media & Entertainment standards. Inclusion of information in this data report should not be construed as a characterization of the materiality or financial impact of that information with respect to our company.

Forward-Looking Statements

This report includes estimates, projections and statements relating to our business plans, objectives and expected operating results and statements regarding ESG-related plans and goals that are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements generally are identified by the words “believe,” “project,” “expect,” “anticipate,” “estimate,” “intend,” “potential,” “strategy,” “future,” “opportunity,” “commit,” “plan,” “may,” “should,” “could,” “will,” “would,” “will be,” “will continue,” “will likely result” and similar expressions. Forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties that may cause actual results to differ materially. In evaluating these statements, you should consider various factors, including the risks and uncertainties we describe in the “Risk Factors” sections of our Forms 10-K and 10-Q and other reports we file with the Securities and Exchange Commission (“SEC”). Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date they are made. We undertake no obligation to update or revise publicly any forward-looking statements, whether because of new information, future events or otherwise.

TELECOMMUNICATIONS SERVICES

SASB Code	Requested Metric	Company Response
TC-TL-000.A	Wireless subscribers	As of December 31, 2020, Comcast Cable had 2,826,000 wireless lines.
TC-TL-000.B	Wireline subscribers	As of December 31, 2020, Comcast Cable had 11,002,000 voice customers.
TC-TL-000.C	Broadband subscribers	As of December 31, 2020, Comcast Cable had 30,600,000 high-speed internet customers.
		<p>SASB standards request reporting on the number of wireless subscribers, wireline subscribers and broadband subscribers. We report wireline subscribers and broadband subscribers, as well as wireless lines (but not subscribers), as well as our total customer relationships and number of video customers, for our Cable Communications segment in our annual and quarterly reports filed with the SEC. We also report total customer relationships for our Sky segment in our annual and quarterly reports filed with the SEC.</p> <p>Because these metrics do not reflect all of the key indicators that we use to evaluate our operating performance from period to period, please refer to pages 43-56 our 2020 Form 10-K for a more complete picture of our key operating metrics in 2020.</p>
TC-TL-000.D	Network traffic in petabytes	<p>Our advanced network carries approximately 634 petabytes of traffic on an average day based on typical weekly snapshot.</p> <p>For additional information on our network, please see Comcast Cable's 2020 Network Report and Information about our Network.</p>
TC-TL-130a.1	Total energy consumed (GJ)	23,417,144 GJ
	Percentage grid electricity	68.2%
	Percentage renewable energy	3.9% (5.7% renewable electricity)
		Please refer to our Carbon Footprint Data Report for additional information.

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SASB Code	Requested Metric	Company Response
TC-TL-220a.1	Description of policies and practices relating to behavioral advertising and customer privacy	<p>When we collect, use, maintain or share personal information, we prioritize keeping it safe and using it for the purposes described in our privacy policies and notices, including the following privacy policies for the Company’s primary operating businesses: Comcast Cable Privacy Policy, Comcast Cable Internet DNS Privacy Statement, Comcast Cable Network, NBCUniversal Privacy Policy and Sky Privacy Policy.</p> <p>The Company operates in compliance with privacy laws and respects the privacy rights of individuals. We require business partners with access to our data to do the same. We have policies and procedures to limit sharing personal information to those who are authorized to receive it, as further described in TC-TL-230a.1 below.</p> <p>As an internet service provider, Comcast Cable plays an important role in connecting customers with their online activities. Comcast Cable has made the following commitments relating to privacy:</p> <ul style="list-style-type: none"> • As an internet service provider, we do not track websites visited or apps used through a broadband connection. • We do not sell information that identifies our broadband customers or that provides location data for our mobile phone service. • We delete DNS, or Domain Name System, queries generated by our broadband customers every 24 hours except in very specific cases where we need to research a security or network performance issue, protect against security threats or comply with a valid legal request. • We help protect our customers with multiple layers of security and provide customers with the tools and support to protect themselves. <p>The Xfinity Privacy Center contains more about Comcast Cable’s commitments, products designed to put consumers in control of their information, and devices and choices customers have with respect to how their information is used. Consumers are also provided with the ability to manage and control their account information, including management of their personal privacy settings.</p> <p>For additional information, please also see the Privacy and Data Security Regulation section on page 19 of our 2020 Form 10-K.</p>
TC-TL-220a.2	Number of customers whose information is used for secondary purposes	<p>The Company does not calculate this metric. As of March 31, 2021, the total customer relationships across Cable Communications and Sky was 56.9 million. We use the information we collect from and about our customers in accordance with the privacy policies referenced immediately above.</p>

TELECOMMUNICATIONS SERVICES

SASB Code	Requested Metric	Company Response
TC-TL-220a.3	Total amount of monetary losses as a result of legal proceedings associated with customer privacy	The Company discloses material legal proceedings in annual and quarterly reports filed with the SEC. In 2020, the Company did not disclose any monetary losses as a result of legal proceedings associated with customer privacy.
TC-TL-220a.4	Number of law enforcement requests for customer information Number of customers whose information was requested Percentage resulting in disclosure	Comcast Cable regularly publishes a Transparency Report disclosing information on the number and categories of requests for customer information made by U.S. law enforcement and national security agencies at the federal, state and local government levels. Requests for information made under the Foreign Intelligence Surveillance Act are subject to a six-month delay. For more information and copies of the reports, please see Transparency Reports .
TC-TL-230a.1	Number of data breaches Percentage involving personally identifiable information (PII) Number of customers affected	Comcast Cable helps protect its customers with multiple layers of security that automatically detect and block hundreds of thousands of cyber events every second and a team of security experts who work to maintain the security of customers' information 24 hours a day, 365 days a year. Beyond Comcast Cable, across our Company, we protect personal information by maintaining information security programs reasonably and appropriately designed to address security risks and protect the privacy, security, confidentiality, integrity and availability of the information, and we train personnel on how to protect personal information. Despite all of these efforts, there is no way to entirely eliminate the risk of unauthorized access. Except as required by law, the Company does not publicly disclose the details associated with such events. For more information on the Company's data protection and security practices, please see Comcast Cable Privacy Policy , Comcast Cable Network, NBCUniversal Privacy Policy and Sky Privacy Policy .

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SASB Code	Requested Metric	Company Response
TC-TL-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	<p>Our Company’s cybersecurity strategy, policies and practices are overseen by a Cybersecurity Leadership Council, headed by the Company’s Chief Financial Officer and the Company’s Chief Legal Officer. Other members include the Chief Information Security Officers (“CISOs”), Chief Technology Officers, Chief Financial Officers and General Counsels of Comcast Cable, NBCUniversal and Sky, along with the Company’s head of Internal Audit. Each CISO tailors and leads their respective division’s comprehensive information security program, which include vulnerability management, antivirus and malware protection, file integrity monitoring, encryption and access control. We have also implemented trainings to increase awareness and respect for cybersecurity protections.</p> <p>At least annually, both our Board and our Audit Committee review and discuss our cybersecurity risks, practices and protections. In addition, our Audit Committee receives regular updates throughout the year from our head of Internal Audit as appropriate.</p> <p>Comcast Cable, NBCUniversal and Sky perform annual third-party certifications/audits, such as those for the payment card industry and SSAE18/SAE2502 (“SOC”) where applicable. The Company is committed to data protection, and our security control policies align to laws and standards such as the National Institute of Standards and Technology (“NIST”) Cybersecurity Framework and NIST 800-53, the European Union’s General Data Protection Regulation (“GDPR”), the California Consumer Privacy Act (“CCPA”) and Criminal Justice Information Services (“CJIS”). We also have third-party certifications for SOC1, SOC2 and PCI, where appropriate. In addition, the Company engages one of the Big Four accounting firms to perform an independent, NIST/ISO 27001-based cyber capability maturity assessment every three years.</p> <p>For additional information, please see Comcast Cable Privacy Policy, NBCUniversal Privacy Policy, Comcast Cable Network, Sky Privacy Policy, Information Security Requirements for Suppliers and the Privacy and Data Security Regulation section on page 19 of our 2020 Form 10-K.</p>

TELECOMMUNICATIONS SERVICES

SASB Code	Requested Metric	Company Response
TC-TL-440a.1	<p>Materials recovered through take-back programs, percentage of recovered materials that were:</p> <ul style="list-style-type: none"> • Reused • Recycled • Landfilled 	<p>Comcast Cable recycled approximately 19,510,050 pounds of e-waste in 2020. E-waste consists of multiple types of returned leased customer premise equipment associated with Comcast Cable’s internet, video, phone and home security product offerings (such as modems, set-top boxes and touchscreens) and returned mobile devices. Comcast reports this data by weight, not percentage. Comcast Cable has internal e-waste management programs requiring device recycling business partners to be Responsible Recycling (“R2”) certified, which is a widely accepted international certification created by Sustainable Electronics Recycling International (“SERI”) for the electronic recycling industry for responsible electronics recycling.</p> <p>In addition, Sky has a policy in place to reuse or recycle all electronic equipment returned to it, and recycled approximately 5,622 tons of e-waste in 2020.</p>
TC-TL-520a.1	<p>Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations</p>	<p>The Company discloses material legal proceedings in annual and quarterly reports filed with the SEC. In 2020, the Company did not disclose any monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations.</p>
TC-TL-520a.2	<p>Average actual sustained download speed of:</p> <ul style="list-style-type: none"> • Owned and commercially-associated content • Non-associated content 	<p>Comcast Cable provides a detailed summary of its internet service performance, showing median download and upload speeds and latency by tier, in its Broadband Internet Access Service Performance Report. The Federal Communications Commission (“FCC”) conducts an ongoing, rigorous study of the performance of internet service providers in the United States and determined in its most recent 2021 report that Comcast’s Xfinity Internet broadband internet access services deliver, on average, over 100% of their advertised downstream and upstream speeds during the busiest periods of the day, known as “peak” times, during sustained testing.</p> <p>Comcast Cable’s internet service does not favor any type of content and, therefore, our performance metrics are the same regardless of whether content is owned or associated with us or not.</p> <p>For more information on Comcast Cable’s broadband network practices, please see Xfinity Internet Broadband Disclosures.</p>

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SASB Code	Requested Metric	Company Response
TC-TL-520a.3	Description of risks and opportunities associated with net neutrality, paid peering, zero rating and related practices	<p>Comcast Cable does not discriminate against lawful Internet content, applications, services or non-harmful devices, and we do not block, throttle, degrade or impair access to lawful Internet traffic on the basis of content, application, service, user or use of a non-harmful device. Nor do we favor some traffic over other traffic, including through use of techniques such as traffic shaping, prioritization or resource reservation, either to benefit an affiliate or in exchange for consideration, monetary or otherwise.</p> <p>For more information, please see Comcast Cable Internet Broadband Disclosures and Comcast Settlement-Free Interconnection Policy. Please also see pages 14-16 of the Company’s 2020 Form 10-K for information relating to the risks and opportunities associated with laws and regulations relating to net neutrality.</p>
TC-TL-550a.1	System average interruption frequency Customer average interruption duration	<p>Comcast Cable maintains a highly reliable and resilient network for delivery of broadband internet access, cable video, voice over Internet Protocol (“VoIP”) and other communications services. Years of strategic investment, combined with advancements in network software, were among the principal factors allowing Comcast Cable’s network to continue delivering robust and reliable performance despite unprecedented customer demands during the COVID-19 pandemic.</p> <ul style="list-style-type: none"> • Comcast has invested \$15 billion in its network since 2017, adding over 39,000 route miles of fiber and making thousands of capacity augments from the core of our network all the way down to individual neighborhoods. • Every day, Comcast Cable conducts approximately 500,000-700,000 speed tests across its network. Average speeds to customers (downstream and upstream) have generally remained at or above 105% of advertised speeds since March 2020. • Comcast Cable engineers have developed multiple new smart software platforms – powered by artificial intelligence and machine learning – that seek to detect and fix problems before they affect customers. Comcast’s Octave software automatically optimizes the performance of 50 million devices across the Comcast network every 20 minutes.

TELECOMMUNICATIONS SERVICES

SASB Code	Requested Metric	Company Response
TC-TL-550a.1 (con't)	<p>System average interruption frequency</p> <p>Customer average interruption duration</p> <p>(con't)</p>	<p>While Comcast Cable does not calculate overall service availability in the manner specified by the standard, it does provide individual customers with detailed information about service interruptions in their area. With the My Account app, customers can log in and view a real-time outage map with information at the address level. Customers can also run diagnostic checks to find any problems with equipment that may be causing an issue and register to receive a text message update as soon as their Xfinity services are restored. While outages are infrequent, these advanced tools help keep customers informed and mitigate the impact of any service interruptions that do occur.</p> <p>For additional information, please see Comcast Cable's 2020 Network Report and Information about our Network.</p>
TC-TL-550a.2	<p>Discussion of systems to provide unimpeded service during service interruptions</p>	<p>Business Continuity and Disaster Recovery programs at Comcast Cable, NBCUniversal and Sky are each led by Steering Committees comprised of senior business, financial and technical leaders. These leaders seek to ensure that each company continuously evaluates and tests critical operations, technology and facilities for incident response and recovery. Where relevant, the Steering Committees and crisis responders coordinate across the Company to ensure consistent responses for our customer and employee populations. Reports on business continuity activities are periodically provided to the Audit Committee of the Board of Directors.</p> <p>Comcast Cable specifically seeks to build resiliency into its products, services and operations by continually strengthening its network against hazards, incorporating key redundancies that expedite recovery capabilities and leveraging its broad geographic footprint and technical expertise to create mutually supportive layers of response capabilities.</p> <p>See the response immediately above to TC-TL-550a.1 for more information on our maintenance of and investment in our highly reliable and resilient network for delivery of broadband internet access, cable video, VoIP and other communications services. In addition, we continue to explore ways to improve and expand resiliency to respond to developing challenges. Comcast Cable's business continuity and disaster response policy aligns with the ISO 22301 framework and other relevant industry standards.</p> <p>For additional information, see Comcast Cable's 2020 Network Report and Information about our Network.</p>

MEDIA & ENTERTAINMENT

SASB Code	Requested Metric	Company Response
SV-ME-000.A	<p>Total recipients of media and the number of:</p> <ul style="list-style-type: none"> • Households reached by broadcast TV • Subscribers to cable networks • Circulation for magazines and newspapers 	<p>The NBC and Telemundo broadcast networks reach viewers in all 50 U.S. states.</p> <p>Subscribers to NBCUniversal’s twelve primary cable networks, based on The Nielsen Company’s December 2020 Household Universe Estimate report:</p> <ul style="list-style-type: none"> USA Network: 86 million E!: 84 million Syfy: 84 million Bravo: 83 million MSNBC: 83 million CNBC: 82 million NBC Sports Network: 80 million Oxygen: 71 million Golf Channel: 68 million Universal Kids: 54 million The Olympic Channel: 41 million CNBC World: 27 million <p>In addition, Peacock, NBCUniversal’s new premium ad-supported direct-to-consumer video on demand streaming service, had approximately 33 million sign-ups as of January 2021.</p> <p>For more information, see pages 6-8 of our 2020 Form 10-K.</p> <p>(Circulation for magazines and newspapers is not applicable.)</p>
SV-ME-000.B	<p>Total number of media productions and publications produced</p>	<p>The NBC broadcast network’s programming library consists of rights of varying nature to more than 100,000 episodes of television content.</p> <p>NBCUniversal’s film library is composed of more than 5,000 movies in a variety of genres.</p> <p>For more information, see pages 6-8 of our 2020 Form 10-K.</p>

MEDIA & ENTERTAINMENT

SASB Code	Requested Metric	Company Response
SV-ME-260a.1	<p>Percentage of gender and racial/ethnic group representation for:</p> <ul style="list-style-type: none"> • Management • Professionals • All other employees 	<p>Please see our 2021 Impact Report and its related 2021 Impact Data Infographic for information on the Company’s U.S. full-time employees, including our diversity, equity and inclusion reporting statistics.</p> <p>Please also see EEO-1 Data or information contained in our EEO-1 reports filed with respect to 2020.</p>
SV-ME-260a.2	<p>Description of policies and procedures to ensuring pluralism in news media content</p>	<p>The NBCU News Group is committed to serving audiences with outstanding journalism that reflects the experiences of all communities. The NBCU News Group supports and advances Diversity, Equity & Inclusion (“DE&I”), and our DE&I team tracks progress and measures success through a DE&I action plan comprised of five pillars: investment and recruitment, content, education and development, partnerships and measurement.</p> <p>NBCU news coverage reflects the perspectives of interested parties, including voices of historically underrepresented people or groups, without taking sides, and our commentary and analysis similarly reflects a diverse range of issues and viewpoints. The NBCU News Group also created a new Race, Equality & Justice unit to help shape and guide stories across its platforms, including linear television, streaming and digital. Diverse on-air talent, guests, contributors, correspondents, producers and editors help ensure that multiple sides of an issue are fairly represented in our coverage.</p> <p>For information about Sky News, please see its policies and standards.</p>
SV-ME-270a.1	<p>Total amount of monetary losses as a result of legal proceedings associated with libel or slander</p>	<p>The Company discloses material legal proceedings in annual and quarterly reports filed with the SEC. In 2020, the Company did not disclose any monetary losses as a result of legal proceedings associated with libel or slander.</p>

MEDIA & ENTERTAINMENT

SASB Code	Requested Metric	Company Response
SV-ME-270a.2	Revenue from embedded advertising	<p>From time to time, NBCUniversal’s productions may receive products or services, at no cost to production, to be used and/or referenced during programming. Additionally, NBCUniversal may enter arrangements with advertisers to incorporate their products or services within programming, either as passive placements or actively in connection with a storyline. We approach such advertising in a responsible manner, including by making necessary disclosures in programming and otherwise ensuring the advertising complies with applicable law, self-regulatory guidance, our internal standards and practices and our journalistic integrity policies and guidelines.</p> <p>NBCUniversal is not able to share data regarding revenues derived in connection with any such embedded advertising, as it is confidential and proprietary.</p>
SV-ME-270a.3	<p>Description of approach for ensuring journalistic integrity of news programming related to:</p> <ul style="list-style-type: none"> • Truthfulness, accuracy, objectivity, fairness and accountability • Independence of content and/or transparency of potential bias • Protection of privacy and limitation of harm 	<p>The Company’s Code of Conduct requires that we comply with applicable broadcasting and advertising laws, regulations, standards and codes of practice and are committed to the highest media standards. Furthermore, as set forth in our policies and guidelines for the newsroom, NBCUniversal journalists strive to report accurately, fairly, objectively and independently; work with integrity, honesty and transparency; and deliver information that can be trusted and analysis that is thorough, without hidden agendas, conflicting interest or bias. They do so while maintaining respect for the audience and consumers, appreciation of our responsibility and commitment to the highest journalistic standards.</p> <p>NBCUniversal’s polices provide detailed guidance to journalists about how to implement these fundamental principles on a broad range of subjects, including ensuring the honesty and credibility of sources, weighing all sides, avoiding and/or disclosing conflicts of interest, corrections and balancing the privacy interests of story subjects with the public interest. Its Standards & Practices department works closely with editorial teams to uphold these guidelines and core principles and, in partnership with its media lawyers, regularly provides legal and ethics training to journalists and supplemental guidance for sensitive stories.</p> <p>All employees are expected to adhere to the Code of Conduct. To the extent that editorial coverage is funded in whole or in part by a brand or contains brand elements (like an integration), it remains editorially independent, and NBCUniversal will prominently and clearly disclose the commercial relationship to the audience and consumers.</p> <p>For information about Sky News, please see its policies and standards.</p>

MEDIA & ENTERTAINMENT

SASB Code	Requested Metric	Company Response
SV-ME-520a.1	<p>Description of approach to ensuring intellectual property (IP) protection</p>	<p>As a media and technology company, intellectual property and confidential information are among our most valuable assets, which include our brands, trademarks, know-how, inventions, patents, content, characters and other copyrighted materials, trade secrets, strategies, software, websites, domain names and apps.</p> <p>We take various measures to protect against the unauthorized use and dissemination of our intellectual property and confidential information. We also respect the intellectual property rights and confidential information of others. In general, protecting the intellectual property and confidential information belonging to us and our business partners safeguards our property and maintains our reputation as a trustworthy partner.</p> <p>We rely on a combination of laws of the United States and other countries (including copyright, trademark, unfair competition, patent, trade secret and other applicable laws), license agreements, robust registration and enforcement to help protect our intellectual property rights. We have also implemented internal intellectual property policies and trainings to increase awareness and respect for intellectual property rights among employees.</p> <p>For more information on our intellectual property portfolio and approach, see our Code of Conduct and pages 19 and 25 of our 2020 Form 10-K.</p>