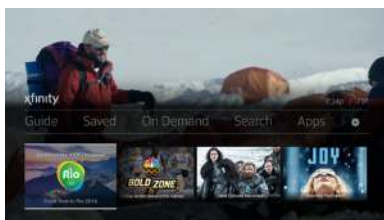


## FRONT ROW TO RIO:

The ultimate Olympics destination, uniting all of NBCUniversal's award-winning Olympics coverage - including 1,000 hours of live programming airing across 9 of NBCUniversal's broadcast and cable networks, 650 hours of on demand programming and 4,500 hours of NBC Sports app streaming content - all in one place. Customers can access Front Row to Rio from the main menu (accessed by pressing the Xfinity key) or Xfinity On Demand sections of the guide, under "TV" and "Sports."



## MAIN MENU:

With so many live events happening throughout the day, Comcast has enhanced the main menu (accessed by pressing the Xfinity key) to offer easy, instant access to real-time Olympic coverage as well as Front Row to Rio, personalized content and even a peek into new tips and tricks on X1.



## NBC SPORTS APP:

For the first time, all of the online streaming content from the NBC Sports app will be integrated into the X1 experience for viewers to easily search, discover and tune.



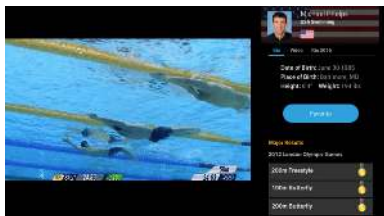
## FAVORITES:

Viewers can tag their favorite athletes, teams and nations, providing a "bookmark" for quick and easy access to the content they care about most.



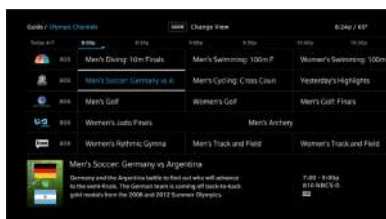
## MUST SEE MOMENTS:

Each day, we will provide several tune-in notifications for marquee Olympic events that viewers won't want to miss. Curated in partnership with NBC, Must See Moment notifications will happen in real-time. Customers can sign-up during the Olympic trials via the X1 Sports app or via Front Row to Rio.



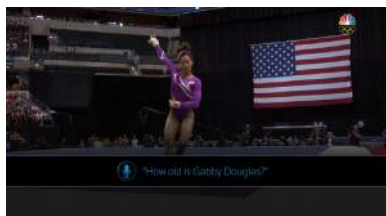
## X1 SPORTS APP FOR THE OLYMPICS:

A first-of-its-kind Olympics companion TV experience that will enable users to search and explore the latest medal counts, live results and scores, and real-time stats for all events. Seamlessly integrated into the X1 experience, it will allow viewers to browse all live and online streamed programming schedules, tune to any event, or watch the latest highlights of their performances on demand.



## RIO GUIDE:

X1 customers will be able to quickly find live Olympics programming by clicking the “Guide” button twice and selecting “Rio 2016” for live listings. Olympics programming currently airing on NBC, NBC Sports Network, Bravo, CNBC, Golf Channel, MSNBC, NBC Universo, Telemundo, and USA Network will be available in this guide.



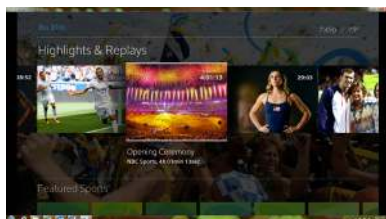
## VOICE SEARCH:

The X1 voice remote provides viewers with one powerful tool to quickly and easily search, discover and navigate the entire Olympics experience with just the sound of their voice.



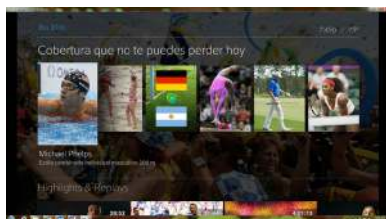
## VIDEO DESCRIPTION:

Blind or visually impaired customers will be able to enjoy every episode of NBC’s primetime show live with video description. These customers will also be able to independently navigate the entire Olympics experience via Comcast’s industry-leading talking guide, which speaks channel names and numbers, guides users through the X1 experience and announces on-screen program details such as Rotten Tomatoes and Common Sense Media ratings.



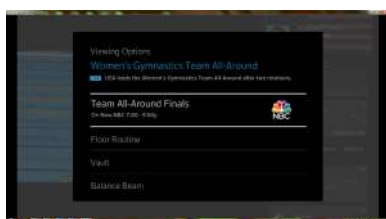
## PRIMETIME ON DEMAND:

In addition to the Opening and Closing Ceremonies, every episode of the full NBC Primetime show and Telemundo late night shows will be available the next day on Xfinity On Demand, with the flexibility to view particular segments or the entire show.



## SPANISH LANGUAGE OPTIONS:

X1 customers will not only be able to navigate their entire Olympics experience via the Spanish guide, but they will also have the option to enjoy the Opening and Closing Ceremonies in either English or Spanish.



## VIEWING OPTIONS:

When watching an event with more than one viewing option, (such as more than one broadcast or online livestream of the same event), viewers can select which way to watch. For example, if an event is airing on both NBC and Telemundo, Spanish-speaking customers could choose to view it on Telemundo so it’s in the language of their choice. Or, a customer watching the U.S. gymnastics team could select from the live broadcast of the floor routines on NBC, the online livestream of the balance beam, or the online livestream of the uneven bars.