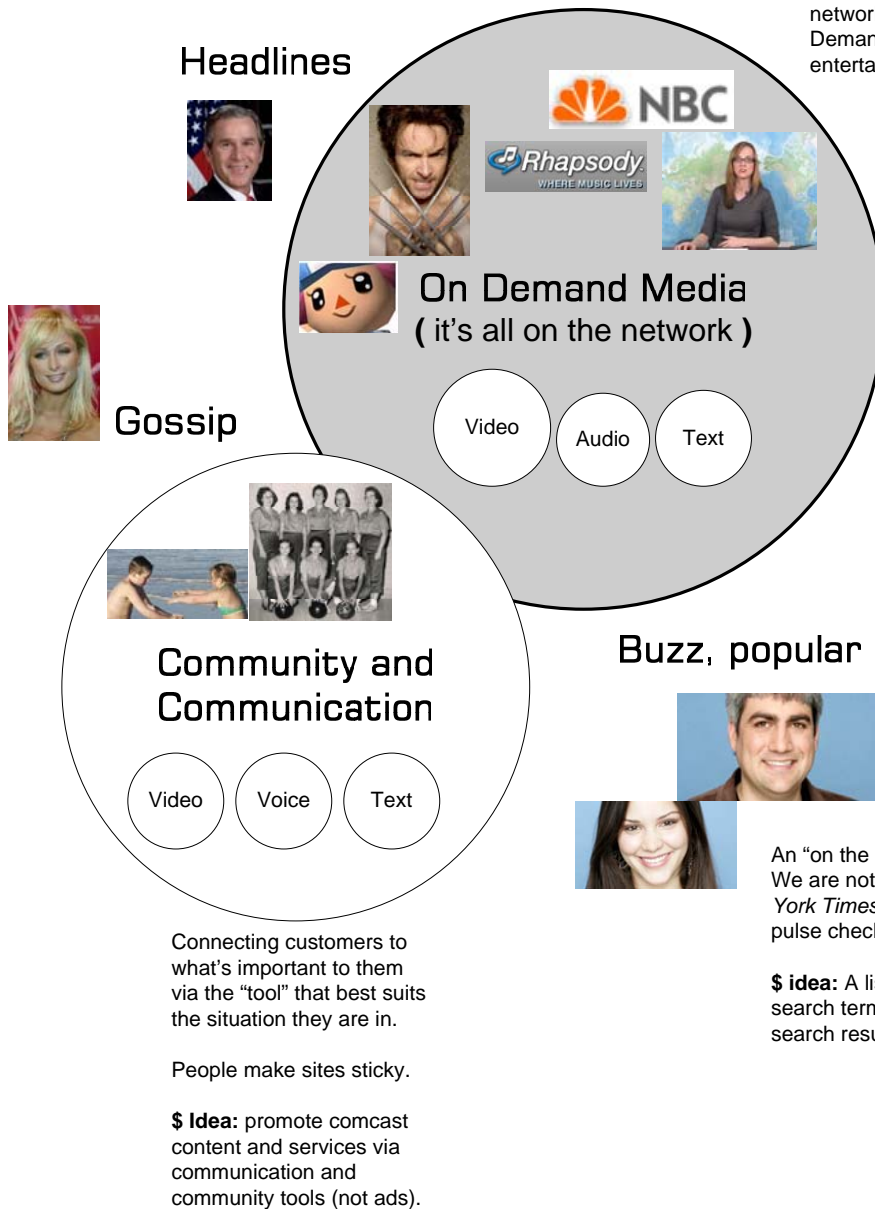


# A Comcastic Leap:

## Our vision for the future of .Net



### On Demand media

Setting .Net apart from the competition

**Concept:** mainstreaming the idea of the network as the central hub for all On Demand digital information and entertainment.

### Goals:

**To increase the perceived value of** the customer's Comcast services. Ex: If I have digital cable, .net should help me get even more out of it.

### Surfacing new stuff and encouraging exploration of new content.

Ex: If a subscriber subscribes to HBO and Comcast.net surfaces a full-length episode of Showtime's *Huff*, that's a value to the subscriber and may convince them to order Showtime.

**Promoting the best in pop culture.** There's a lot of stuff out there online and on TV. Comcast.net helps subscribers find the good stuff. It helps direct our subscribers cultural consumption.

**\$ Idea.** Ex: Columbia records has a new artist they are launching or a network has a new show. We think it's great. We want to tell our customers. The producers of the show or artist, could pay for major placement. Other stuff we love gets promoted too, but they don't necessarily get the big push that the pay placement gets.

### Benefits to Comcast

- Leverages existing infrastructure and services
- Pulls together currently disjointed tools.
- Creates a reason for customers to go to .Net that can't be met on other sites or services.
- Allows for lots of cross-promotion of our services and other web properties.
- Allows the customers voice to drive the direction of what the site is to them.
- Supports evolution

### Benefits to Customers

- .Net is more connected to how Comcast fits into their lives
- The content that is important to individual customers is easily obtained.
- Positions .Net as a value ad for the customer's existing services.
- Allows for interaction with .Net outside of the computer.

### We are currently thinking about...

- Our Special Sauce. What is the special, innovative ingredient that makes .Net go from "that's nice" to "must have".
- Accessing .Net content outside of the desktop is going to be more and more important as time moves on. Many of our content partners are already playing in that space. Could we leverage?



An "on the go" version of news. We are not *CNN* or *the New York Times*. We are a quick pulse check.

**\$ idea:** A list of most popular search terms could link to search results.





Note that there are a million other brands that are not Comcast, but are a part of the experience. Jump TV, HBO, CBS, Kayak, and ING are examples.

Comcast brands with web components and how their content relates to each other and to devices.

By eddiejames

- Comcast spectator
- Comcast ticketing service

# Workplace

Workplace site

Comcast.com

Analog

Digital cable

DVR

HDTV

TV Planner

Ziddeo (Btv)

Fancast (CTV)

Fear.net



Sunshine Network (partial)

Style

Web properties of each TV network

Sprout

E Online

G4

Game Invasion



High Speed Internet

Speed tier

- Tool bar
- Fire wall
- Anti-virus
- Help
- My acct

# Comcast.net

The Fan

- Forums
- PWP
- Storage
- Photos
- Video Mail
- Web mail
- VIM



- Movies
- Music
- Kids
- TV
- Entertainment
- Games
- Finance
- News
- Sports
- Jobs
- Travel
- Relationships
- Shopping
- Latino
- Vehix Autos

Games

Finance

News

Sports

CN8

Outdoor Life Network

Golf Channel

Comcast Sports Net

Migration Portal

Comcastic

Comcast Blog

Advertising / Brand Tie-In Sites (Slowskys)



Digital Voice

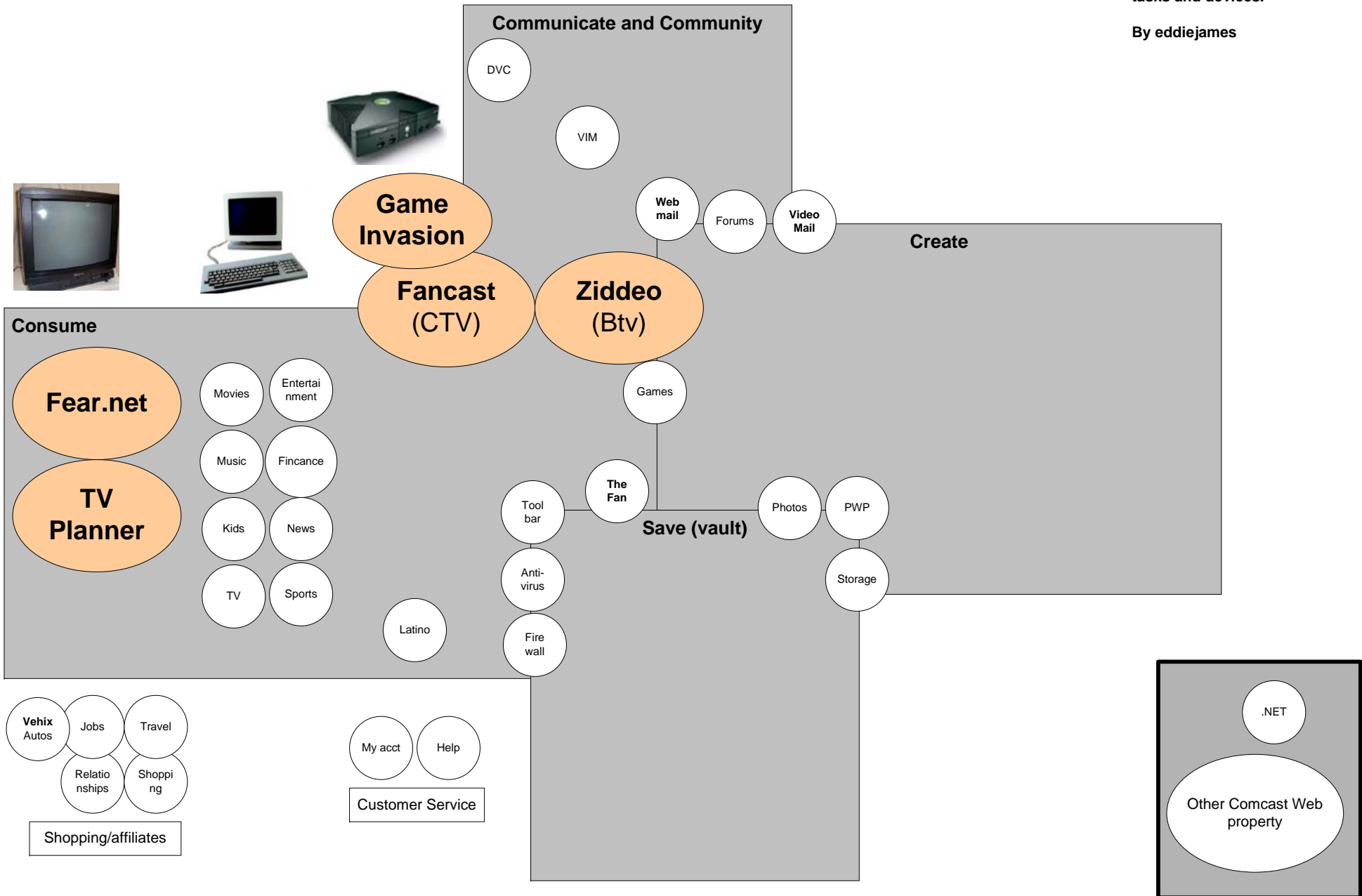


- Web
- TV
- Products
- Other services
- Brands



.NET and other Comcast web properties and how they relate to tasks and devices.

By eddiejames



Consume

Communicate and Community

Create

Fear.net

TV Planner

Game Invasion

Fancast (CTV)

Ziddeo (Btv)

Save (vault)

Other Comcast Web property

.NET

Customer Service

Shopping/affiliates

# Comcast and me

How comcast operates.



Brands that want me to listen



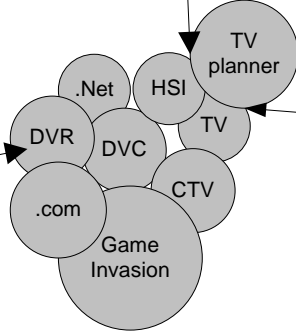
I use my TV for entertainment, information/news, and to watch stuff on my dvd player, and of course games!

I use the internet to communicate with friends, family, etc, to play games, to download music, to get directions, to do my job. Well, actually everything!

I use my cell phone to communicate with friends, send pics and text messages, some internet stuff.



me



- bolinhanyc
- Chrissie Anderson
- clthngoptnl1
- Francis James - Idle
- johnatkins1999

