#### Message

From: Charlie Kemper [ckemper@valencecap.com]

**Sent**: 5/11/2005 3:09:22 PM **To**: Paul Cook [pcook@agile.tv]

CC: Roy Sardina [roy@valencecap.com]; Jim Caccavo [jim@valencecap.com]

**Subject**: Research - Comcast Investor Day

Attachments: Buckingham Research 2005-05-11 Comcast Investor Day.pdf

Attached is a research report that mentions the Promptu service (Page 6).

Buckingham Research 2005-05-11 Comcast Investor Day <<Buckingham Research 2005-05-11 Comcast Investor Day.pdf>>

PROMPTU EXHIBIT 2020 COMCAST v. PROMPTU IPR2018-00344

Research selected from

#### **BUCKINGHAM RESEARCH**

#### Comcast Corporation Class A (NASDAQ: CMCSA)



#### **Company Description**

Comcast Corp. is a Pennsylvania corporation incorporated in December 2001. They have been involved, through their predecessors, in the development, management and operation of broadband cable networks since 1963. As of December 31, 2004, their consolidated cable operations served 21.5 million subscribers in 35 states, passed 40.8 million homes, and provided digital cable to 8.7 million subscribers, Internet to 7.0 million subscribers and phone to 1.2 million subscribers, approximately 99% of their cable systems are capable of handling two-way communications.

#### **Overview of Buckingham Research**

Buckingham Research Group is a New York based, employee owned, independent equity research boutique that has provided the investment community with detailed fundamental analysis for over 20 years. Buckingham places heavy emphasis on uncovering value by focusing on "well managed" companies that possess strong underlying assets, cash flow, or business franchises. The firm covers approximately 225 stocks utilizing this classic fundamental approach, and complements the financial analysis with independent channel checks. Buckingham rates individual stocks on a BUY (which may be expressed as Strong Buy or Accumulate), HOLD (Neutral), and SELL (Underperform) scale over a 6 to 12 month time horizon. Strong Buy and Accumulate rated stocks are expected to increase by at least 25% and 15%, respectively, over that time frame. Neutral ratings are applied when a stock is fairly valued. Underperform applies when there appears to be more downside risk than potential reward at the current market price of a stock. Ratings variations are further explained in the body of Buckingham's reports.

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# KEY STATISTICS as of 05/09/2005 Fundamentals correspond to any company factor that could be important to the understanding of a business and its value. Yield is the annual divided divided by the stock price from the beginning of the

business and its value. Yield is the annual dividend divided by the stock price from the beginning of the fiscal year. Liquidity ratio is the dollar value of cash and marketable securities divided by the current liabilities.

Sector         SERVICES           Current Price         \$32.32           52-Week Price Range         \$26.25 - \$34.50           Volume         6,982,200           Average Daily Volume         8,945,500           Market Capitalization         \$43.99 Billion           Enterprise Value         \$66.53 Billion           P/E (Trailing)         68.80           Dividend as of 03/02/1999         \$0           Dividend Yield         0 %           5-year Historical EPS Growth Rate            Liquidity         296,697           Shares Outstaneing         2.21 Billion           Employees         74,000	Industry	CATV Systems
52-Week Price Range       \$26.25 - \$34.50         Volume       6,982,200         Average Daily Volume       8,945,500         Market Capitalization       \$43.99 Billion         Enterprise Value       \$66.53 Billion         P/E (Trailing)       68.80         Dividend as of 03/02/1999       \$0         Dividend Yield       0 %         5-year Historical EPS Growth Rate          Lieuidity       296,697         Shares Outstaneing       2.21 Billion	Sector	SERVICES
Volume Average Daily Volume Average Daily Volume Market Capitalization Enterprise Value P/E (Trailing) Dividend as of 03/02/1999 Dividend Yield 5-year Historical EPS Growth Rate Lieuidity Shares Outstaneing 6,982,200 4,982,500 43.99 Billion 68.80 0 % 5-year Historical EPS Growth Rate 296,697 Shares Outstaneing 2,21 Billion	Current Price	\$32,32
Average Daily Volume Market Capitalization Enterprise Value P/E (Trailing) Dividend as of 03/02/1999 Dividend Yield 5-year Historical EPS Growth Rate Lieuidity Shares Outstaneing 8,945,500 \$43.99 Billion \$66.53 Billion 68.80 0 % 0 % 0 % 296,697	52-Week Price Range	\$26.25 - \$34.50
Market Capitalization Enterprise Value P/E (Trailing) Dividend as of 03/02/1999 Dividend Yield 5-year Historical EPS Growth Rate Liquidity Shares Outstanding \$43.99 Billion \$66.53 Billion 68.80 0 % 0 % 0 % 296,697	Volume	6,982,200
Enterprise Value \$66.53 Billion P/E (Trailing) 68.80 Dividend as of 03/02/1999 \$0 Dividend Yield 0 % 5-year Historical EPS Growth Rate Liquidity 296,697 Shares Outstanding 2.21 Billion	Average Daily Volume	8,945,500
P/E (Trailing) 68.80 Dividend as of 03/02/1999 \$0 Dividend Yield 0 % 5-year Historical EPS Growth Rate Liquidity 296,697 Shares Outstanding 2.21 Billion	Market Capitalization	\$43.99 Billion
Dividend as of 03/02/1999 \$0 Dividend Yield 0 % 5-year Historical EPS Growth Rate Liquidity 296,697 Shares Outstanding 2.21 Billion	Enterprise Value	\$66.53 Billion
Dividend Yield 0 % 5-year Historical EPS Growth Rate Liquidity 296,697 Shares Outstanding 2.21 Billion	P/E (Trailing)	68.80
Dividend Yield 0 % 5-year Historical EPS Growth Rate Liquidity 296,697 Shares Outstanding 2.21 Billion	Dividend as of 03/02/1999	\$0
Liquidity 296,697 Shares Outstanding 2.21 Billion		0 %
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Shares Outstaneing 2.21 Billion		
1		

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# THE BUCKINGHAM RESEARCH GROUP

### Research Note for May 11, 2005

Comcast Corp (CMCSA-Accumulate; Tgt: \$38.00) – We are reiterating our Accumulate rating on Comcast, but are reducing our end-05 price target by \$2 to \$38. The lower price target reflects a more cautious outlook on 2006 capex and FCF. While Comcast presented a fairly upbeat view of its medium to long term prospects at yesterday's analyst conference, various key initiatives (i.e. VoIP, video enhancing services) are likely to take a toll on near term capex. Management guidance on 2006-08 capex came in ahead of expectations, and could pressure Consensus as well as our estimates for 2006 FCF. Although management continues to do an excellent job in laying the groundwork for long term value creation, and has executed superbly in recent quarters, we fear the stock could tread water in the absence of any near term catalysts and increasing noise around RBOC video launches.

Comcast Corp	ACCUMULATE	Mkt.Cap: \$70,782.4 mm
CMCSA-\$32.13	Target: \$38.00	Debt/Cap: 37.0%
Shares Out (mm): 2,203.0	FY Ends December	ROE 2005E: 3%
Div./Yield: \$0.00/0.0%		3-Year Growth Rate: 88%

EPS	Current	Prior	Year-Ago	P/E	Consensus
NextQ (Jun-05)	\$0.16E		\$0.12 <b>A</b>		\$0.15
FY05	\$0.57E		\$0.43A	56.4x	\$0.61
FY06	\$0.88E			36.5x	\$0.96
EBITDA (\$mm)	Current	Prior	Year-Ago	EV/EBITDA	Consensus
EBITDA (\$mm) NextQ (Jun-05)	Current \$2,157E	Prior	Year-Ago \$1,952A	EV/EBITDA	Consensus \$2,178
•		Prior	_	EV/EBITDA 9.2x	

Company Description - Growth Drivers - Risks: Comcast dominates the US multi-channel television market in the US, serving more than 21MM customers with an HFC network that passes 40MM homes across most major cities. Comcast enjoys a reputation as a savvy cable operator, and has shown impressive growth since its acquisition of AT&T Broadband in late 2002. While video still represents 63% of its revenues, high speed data (15%) and telephony (3%) are expected to drive the bulk of its growth going forward. Comcast also holds stakes in a number of content assets, including Time Warner, E!, G4techTV, OLN and The Golf Channel. Key risks include satellite competition in the video market, and RBOC competition in the high speed data and telephony markets.

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#### Investor Day Outlines Many Opportunities, But Few Catalysts

- Comcast presented a fairly upbeat view of its medium to long term prospects, outlining a wide array
  of strategic initiatives aimed at sustaining the MSO's double digit EBITDA growth rate through 2008.
- Key initiatives aimed at enhancing long term value include strategic partnerships with vendors, unwinding of non-consolidated cable partnerships, VoIP deployment, development of cross-platform applications and several enhancements to the video product.
- The various initiatives are likely to take a toll on near term capex, however. Management guidance on 2006-08 capex came in ahead of expectations, and could pressure Consensus as well as our estimates for 2006 FCF.
- We are reiterating our Accumulate rating on Comcast, but are reducing our end-05 price target by \$2 to \$38. The lower price target reflects a more cautious outlook on 2006 capex and FCF. While management continues to do an excellent job in laying the groundwork for long term value creation, and has executed superbly in recent quarters, we fear the stock could tread water in the absence of any near term catalysts and increasing noise around RBOC video launches.

#### Investor day impressions

Comcast hosted a well-attended investor day in Philadelphia yesterday. The event, which took place at a Comcast Spectacor arena in Comcast's home city provided the company with a great platform to showcase the multiple initiatives it is currently undertaking to improve the quality of its video product, launch new services and better integrate all of these different platforms together. The presentations, which encompassed nearly all of Comcast's senior management, also highlighted several strategic initiatives including the partnerships with Gemstar/TV Guide (GMST \$3.56 – Not Rated), Motorola (MOT \$15.79 – Not Rated), TiVo (TIVO \$5.53 – Not Rated) and Liberate (LBRT.PK \$0.315 – Not Rated); Adelphia (ADELQ \$0.17 – Not Rated) and other cable partnerships in which Comcast is a minority partner; and its content assets.

From a big picture perspective, the presentations were largely a reiteration of prior strategy discussions, with management emphasizing the following key themes:

- "Competitive concerns are overblown". Several presenters highlighted Comcast's revenue and
  EBITDA growth track record over the last ten years, and made the point that this growth has occurred
  despite robust competition from several sources, including DBS on the video side and the RBOCs on
  the HSD side. That is, the RBOCs' looming entry into video doesn't change the competitive dynamic,
  nor does it endanger Comcast's growth outlook.
- "Growth will be spread out over several years". Comcast reiterated its strategy of launching one key initiative each year, with the goal of having several products in various stages of the life cycle at any given point in time. Comcast pointed to this approach in explaining its relative more modest VoIP deployments plans relative to Cablevision (CVC \$27.05 Neutral; Tgt \$32) and Time Warner Cable. Similarly, it said the small and medium enterprise (SME) market was unlikely to be a key focus for management in the foreseeable future, but could emerge as the next big growth driver after VoIP, towards 2007-08.
- "Comcast will continue to innovate". The company outlined a number of initiatives aimed at strengthening its video product, to make its existing portfolio of services work better with each other, and to lower the cost of developing new devices and applications. Comcast has indeed emerged as a real driving force within the cable industry on issues such as VOD content, conditional access, new set top box development, multimedia guides, interactive advertising etc, and management did a good job in using the investor day forum to tie all these seemingly disparate initiatives together for investors.

While the presentations – spread over five hours – covered nearly all aspects of the company's operations, much of the discussion reinforced earlier themes highlighted by senior management during prior presentations, earnings calls and cable industry events. In this note, we focus primarily on incrementally new information gleaned from the investor day. These areas included:

- 2006-08 financial guidance
- 'Enhanced basic' video service
- Project Bedrock
- Guideworks and Promptu
- Non-consolidated cable partnerships

#### Longer term guidance strikes cautious tone on capex, FCF

For the first time, Comcast went beyond the 2005 guidance provided earlier in the year to offer a preliminary outlook for earnings and cash flows over a longer horizon (2006-08). As exhibit 1 indicates, the guidance appears more conservative relative to our projections on 2006, in line for 2007 and above our expectations for 2008. Given investors' focus on more near term earnings and cash flows, however, the guidance is likely to have a more of a negative rather than positive bias on Comcast's share price.

Exhibit 1: Comcast FCF guidance versus BRG estimates

All figures in \$billions	2005e	2006e	2007e	2008e
Company guidance				
EBITDA	\$8.6	\$9.4 - \$9.6	\$10.5 - \$10.7	\$11.7 - \$11.9
Capex	(3.2) - (3.3)	(3.0) - (3.2)	<b>(</b> 3.0 <b>) - (</b> 3.2 <b>)</b>	<b>(</b> 3.0 <b>) - (</b> 3.2 <b>)</b>
EBITDA less capex	5.3 - 5.4	6.4	7.5	8.7
BRG estimates				
EBITDA	\$8.7	\$9.6	\$10.3	\$10.8
Capex	(3.3)	(2.7)	<b>(</b> 2.8 <b>)</b>	(2.8)
EBITDA less capex	5.3	6.9	7.5	8.0
Variance				
EBITDA	(\$0.1)	<b>(</b> \$0.2 <b>) - (</b> \$0.0 <b>)</b>	\$0.2 - \$0.4	\$0.9 - \$1.1
Capex	0.0 - 0.1	(0.3) - (0.5)	<b>(</b> 0.2 <b>) - (</b> 0.4 <b>)</b>	(0.2) - (0.4)
EBITDA less capex	0.0 - 0.1	(0.5)	0.0	0.7

Source CMCSA, Buckingham Research Group estimates and calculations.

**EBITDA** guidance appears to be largely in line with our estimates for 2005 and 2006, and is above our expectations for 2007 and 2008. The key difference between our estimates and those provided by management appears to be capex. While we were projecting a decline in capex (from \$3.2B in 2005 to a range of \$2.7-2.8B in 2006-08), Comcast has provided guidance that suggests largely flat spending levels over the next 3-4 years.

The guidance of flat capex is somewhat of a reversal for Comcast, which has long maintained that capex should decline as its upgrade / rebuild cycle is completed. In explaining the reversal, management suggested it was opting to err on the side of conservatism following a fairly big miss to its 2005 capex guidance provided back in May 2003. Back then, management had suggested 2005 capex would be in the \$2.2-2.4B range, but changed that guidance earlier this year to a range of \$3.2-3.3B. The miss on the 2005 capex guidance is one major reason why Comcast shares have turned in fairly lackluster returns YTD, and this was clearly weighing on management's decision to provide numbers that leave some cushion.

Ultimately, we fear the higher capex and lower FCF guidance may be the principal takeaway for investors, who have been becoming increasingly focused on cash flows in the Communications Services space. While we believe many of the initiatives Comcast is undertaking and which it highlighted at the investor day – from taking control of EPG and set top box development to unwinding its various non-strategic partnerships to solid operational execution – will go a long way towards enhancing Comcast's strategic position and ultimate value, they may not carry a lot of weight with investors focusing on 2005-06 EBITDA and FCF.

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#### Enhanced Basic could help improve churn and generate higher ARPU

We thought management's discussion on its new 'Enhanced Basic' tier quite interesting. The Enhanced Basic tier offers basic subscribers an opportunity to view digital quality PPV programming, but unlike the legacy digital tier, it has no digital channels. Comeast will charge basic subs an incremental fee of \$5/month, but we were told that some offerings will be free of charge. We see several benefits associated with this new video service tier. The most notable one would be the ability to improve churn by increasing customer satisfaction with the viewing experience. Also, this provides Comeast with an opportunity to up-sell the new service tier to its existing video sub base. While the Enhanced Basic tier does not offer digital channels, it provides subscribers with the taste of digital in pay per view (PPV) programming. We believe the digital quality of the PPV content could drive revenue upside associated with higher PPV usage.

The Enhanced Basic tier has so far been launched in three test markets over the last six months. The initial results seem to be quite encouraging. First, there have not been any signs of cannibalization with the existing digital tier. Comcast has not seen a decline in digital sell-in rate, which is still running at about 55%. In addition, management has reported higher ARPUs due to increase in PPV take rates. Comcast indicated that the Enhanced Basic tier has so far provided a \$3 lift in ARPU. Finally, management commented that the Enhanced Basic tier has driven higher On Demand usage.

#### Project Bedrock lays groundwork for upcoming triple play battle with RBOCs

CTO Dave Fellows provided additional color around Project Bedrock, a relatively new initiative that had been mentioned in passing by Brian Roberts at last month's National Show. Bedrock is essentially a middleware platform that seeks to improve product integration across Comcast's video, data and voice applications by consolidating all account entitlements into a single database. The idea behind Bedrock is to more tightly integrate the various disparate services, so that a video subscriber with HBO entitlement, for example, could also receive HBO On Demand programming via her Comcast HSD connection on his PC. Comcast demonstrated a number of applications still in trial that highlighted Bedrock's capabilities, such as taking the Fan and Real Rhapsody multimedia and music services available to HSD subs and repositioning them for viewing on the TV set. Bedrock will be critical to Comcast's product differentiation strategy as the RBOCs launch IP-based video services later this year and early next. One of the key strengths of IP-based video service is the ease of integrating multiple platforms (voice, video, data) together since they all ride on a common pipe, and Bedrock is clearly Comcast's response to that challenge.

#### **GuideWorks**

Comcast provided quite an upbeat demonstration of its new electronic programming guide (EPG) software platform, which is being developed by GuideWorks, a joint venture between Comcast and Gemstar/TV Guide. We first saw this EPG software in the recent NCTA cable show in April 2005. One of the most intriguing capabilities of the GuideWorks EPG software is the open architecture design that allows third party applications, such as those developed by TiVO and Meta TV, to write software that can be integrated into a common platform. The GuideWorks EPG platform is also compatible with all Comcast's existing STBs, ranging from its lowest end digital box made by General Instruments, to the new Motorola DCT-700 low end digital STBs (which are expected to begin deploying in the next few weeks) to the Motorola DCT-2000 digital boxes in Comcast's current installed base. The idea behind GuideWorks was for Comcast to combine TV Guide's intellectual property and programming data with its understanding of consumer behavior to develop an interface that increased customer satisfaction and lifted transactional revenues.

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The GuideWorks EPG software is operated as a video-rich navigation system. Unlike conventional text-based programming guide, the new EPG system allows users to view real time, dynamic content in a small window on the EPG interface once a particular channel is selected. In its current state, the EPG looks like a much more graphic-intensive version of the *iGuide* EPG rolled out by TV Guide last year. The EPG currently carries five live, simultaneous video streams on its main page, comprising of one main screen on the right side and four smaller feeds at the bottom. The left side consists of various menus such as VOD, DVR, guide and other setup options. The EPG is expected to undergo a couple of other changes before it gets rolled out into the first Comcast markets, by which time it could include more bookmarks for VOD / DVR content, greater personalization of the opening screen, and more intense use of live feeds throughout the guide scroll process.

In terms of the deployment timeline for the GuideWorks EPG, we were told to expect certification by Motorola (on whose set top boxes the EPG would have to run) by June, followed by early technical trials by July and broader rollout across several Comcast markets by 4Q05. TV Guide retains the right to market the EPG to other carriers.

A great example of the kinds of applications that the Guideworks EPG would enable was a beta service called Promptu, which Comcast is developing in collaboration with a third party vendor. Promptu is in essence a voice-activated EPG. By speaking specific command and tag words into a mic built into the remote, users can look up specific programs or channels far more quickly than the more conventional interface that often involves hitting several keys on the remote. Promptu works by converting the voice commands into meta tags that are directed via a separate infrared eye (that would eventually be integrated into all boxes) to a server stored at the head-end. This is similar to the way VOD commands are currently serviced, although the latency on the Promptu service was noticeable lower than on the VOD service. Legacy boxes would require a software download as well as a sidecar infrared device, in addition to the special remote. What we found really interesting about the Promptu demo was the ease with which it could conduct searches (e.g. for all programs starring Julia Roberts). Later versions are expected to integrate live, VOD and DVR components of the video platform, which would also be a departure from the current platforms that force consumers to run searches separately on each of the three platforms. The Promptu service is currently in lab trials, but Comcast is hoping to begin some market trials later this year.

#### Smaller cable partnerships set to be unwound; would lift consolidated subs by 1.0m subs

Comcast co-CFOs John Alchin and Larry Smith shed some color on Comcast's non-consolidated cable assets, as well as the recent Adelphia transaction. We didn't hear anything new on the Adelphia transaction, although the clear message was that the complicated deal structure was predominantly driven the desire to minimize capital gains on the various transactions, most notably the 21% economic interest in Time Warner Cable that Comcast had inherited from AT&T Broadband.

There was more value-add around some of the other cable partnerships that Comcast doesn't yet consolidate into its financials. Specifically, Comcast said it expected its 50% interest in Insight Midwest (which is the principal operating subsidiary of Insight Communications (ICCI \$11.18 – Neutral; Tgt \$11)) to be unwound by the end of this year per the original terms of the agreement. In essence, this would allow Comcast to walk away with half of Insight's subscriber base. Comcast's decision to walk away from the Insight Midwest partnership could have a negative effect on Insight Communications, since it would further reduce its size (already somewhat small at 1.3 million basic subs) and potentially also threaten Insight's ability to tap into Comcast programming contracts (which could cost it about 300 basis points in EBITDA margins). However, Insight management has already offered to take the company private at \$10.70 per share, so the news is unlikely to have a material impact on the company's share price.

Comcast also has two smaller cable partnerships with Time Warner Cable (Texas Cable Partners and Kansas City Cable Partners) that are not currently a part of the Adelphia transaction. Co-CFO Larry Smith indicated that these partnerships were being maintained for the time being for tax purposes, and very likely to be unwound in June 2006 when either party can trigger a put option that leads to a division of the cable assets. Time Warner Cable is likely to end up with systems in Houston as well as Southwestern Texas, while Comcast will likely get Kansas City along with some cash proceeds.

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We believe the dissolution of the Insight, Texas Cable and Kansas City partnerships could add about 1.0 million basic subscribers to Comcast's current consolidated footprint of 21.5 million subs, with minimal impact on the balance sheet.

#### Lowering target to \$38

While the presentations made us incrementally more comfortable around Comcast's longer term competitive positioning and growth outlook, we saw few catalysts over the horizon that could trigger a re-rating in its share price, which has remained largely static YTD. In fact, the relatively conservative guidance on 2006 capex could put some incremental pressure on Comcast's shares, since Consensus estimates on FCF may now be lowered as analysts raise their capex forecasts to reflect management guidance. With 2005 now nearly half gone, we do think the 2006 FCF estimates will carry some weight with investors. We should point out that the 2007-08 guidance provided by Comcast suggests some upside over our numbers (see exhibit 1), but we believe those estimates are too far out to have nearly as much of an influence on valuations as the 2006 guidance.

We will be reviewing our estimates to see if we need to make some adjustments to capex and EBITDA forecasts in light of the new management guidance for 2006-08. Our current capex estimates are certainly lower than management projections, and will likely have to be raised somewhat even though we feel management is erring on the side of caution in providing these numbers.

We are accordingly lowering our end-2005 price target on Comcast by \$2, to \$38. We continue to believe Comcast offers attractive upside over current levels, and are maintaining our Accumulate rating on the stock. The company has executed exceptionally well on nearly all key metrics, from margin expansion to HSD penetration to lowering balance sheet risk. We also fancy Comcast's chances against the RBOCs in the looming battle for wallet share of consumer communications spending. However, we see few catalysts over the short term that could move Comcast's valuations towards our previous price target of \$40, especially with the prospect of more cautious FCF expectations for 2006.

#### Valuation & Investment Risks

Our \$38 target for Comcast is based on a sum-of-the-parts valuation methodology. We use a 7.6x EBITDA multiple for Comcast's video business, 12.5x for data and 50x for voice (reflecting its relatively small base and strong growth potential over coming years). Our SOP model also makes adjustments to reflect Comcast's non-consolidated investments (including its 21% stake in Time Warner Cable, which we value at \$5.83B or \$3,600 per sub). Our price target implies an EV/basic sub of \$4,100, versus its current valuation of \$3,500. Key investment risks include greater than expected competition from DBS operators (on video) and RBOCs (on HSD and voice), as well as adverse regulatory developments.

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Exhibit 2: Comcast Valuation Summary (All Figures in \$B Unless Otherwise Stated)

#### Sum of the parts summary

100		EBITDA	************	Multiple		******************************	EV			EV / share (\$)		
	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006
Cable - Video	5.8	6.2	6.3	7.8x	7.6x	7.4x	45.4	46.8	46.6	20.16	21.13	21.29
Cable - Data	2.0	2.7	3.2	16.5x	12.5x	10.5x	32.3	33.2	33.6	14.36	14.99	15.36
Cable - Voice	0.2	0.2	0.3	45.0x	50.0x	39.5x	9.9	11.2	13.2	4.38	5.05	6.01
Cable - Commercial	0.1	0.1	0.2	12.5x	11.0x	9.7x	1.5	1.6	1.7	0.65	0.71	0.77
Cable - Advertising	0.9	1.0	1.1	12.5x	12.0x	11.5x	10.7	11.7	13.0	4.77	5.28	5.95
Cable - Overhead/other	(1.4)	(1.5)	(1.6)	9.7x	9.5x	9.3x	(13.4)	(14.1)	(14.5)	(5.95)	(6.35)	(6.64)
Content	0.3	0.3	0.4	16.2x	14.5x	12.0x	4.3	4.3	4.3	1.91	1.94	1.97
Corporate/other	(0.2)	(0.2)	(0.2)	9.7x	9.5x	9.3x	(2.0)	(1.7)	(1.5)	(0.88)	(0.75)	(0.70)
Total	7.6	8.8	9.8	11.6x	10.6x	9.9x	88.7	93.1	96.4	39.41	42.00	44.02
Adjustments:												
Non-consolidated cable asse	ts						9.7	9.7	9.7	4.32	4.38	4.43
Other investments							6.5	6.5	6.5	2.87	2.92	2.95
Cash							0.5	0.5	0.5	0.20	0.22	0.25
Debt							(23.6)	(24.8)	(24.5)	(10.49)	(11.19)	(11.20)
Minority interest						_	(0.5)	(0.5)	(0.5)	(0.21)	(0.21)	(0.21)
Equity value						=	81.2	84.5	88.1	36.10	38.12	40.24

#### Core cable multiples

	At current price of \$32.29		At target price of \$38			
	2004	2005	2006	2004	2005	2006
Equity market capitalization	72.0	71.0	70.4	84.8	83.6	82.8
+ Net debt	23.1	24.3	24.0	23.1	24.3	24.0
+ Minority interest	0.5	0.5	0.5	0.5	0.5	0.5
- Non-consolidated investments	(16.2)	(16.2)	(16.2)	(16.2)	(16.2)	(16.2)
= Total EV	79.5	79.6	78.7	92.2	92.2	91.1
- EV of non-cable assets	(3.8)	(4.2)	(4.5)	(3.8)	(4.2)	(4.5)
= Core cable EV	75.7	75.4	74.2	88.5	88.0	86.6
Core cable EBITDA	7.5	8.5	9.4	7.5	8.5	9.4
EV / EBITDA	10.1x	8.8x	7.9x	11.8x	10.3x	9.2x
Basic subs (MM)	21.55	21.56	21.61	21.55	21.56	21.61
EV / basic sub	\$3,513	\$3,499	\$3,434	\$4,104	\$4,082	\$4,010
Homes passed (MM)	40.80	41.55	42.10	40.80	41.55	42.10
EV / home passed	\$1,856	\$1,815	\$1,762	\$2,168	\$2,118	\$2,058

Source Buckingham Research Group estimates and calculations

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Exhibit 3: Comcast GAAP P&L (All Figures in \$MM Unless Otherwise Stated)

	2001A	2002A	2003PF	2004A	2005E	2006E	2007E	2008E	2009E	2010E
Service revenues	5,918	8,079	18,328	20,307	22,217	24,262	26,172	27,955	29,475	30,880
Net sales from electronic retailing	3,917	4,376	2,163	0	0	0	0	0	0	0
Total revenue	9,836	12,456	20,491	20,307	22,217	24,262	26,172	27,955	29,475	30,880
Growth YoY %	20%	27%	65%	-1%	9%	9%	8%	7%	5%	5%
Electronic retailing CGS	2,514	2,790	1,370	0	0	0	0	0	0	0
Other S,G&A expenses	4,652	5,975	12,300	12,776	13,561	14,657	15,922	17,112	18,292	19,435
Cash operating expenses	7,166	8,765	13,670	12,776	13,561	14,657	15,922	17,112	18,292	19,435
EBITDA	2,670	3,690	6,821	7,531	8,656	9,605	10,251	10,843	11,183	11,445
Growth YoY %	8%	38%	85%	10%	15%	11%	7%	6%	3%	2%
Depreciation expense	1,210	1,775	3,166	3,421	3,450	3,619	3,846	3,981	4,093	4,181
Amortization expense	2,205	257	1,272	1,202	1,198	1,108	1,012	908	797	680
Operating income	(746)	1,659	2,383	2,908	4,007	4,878	5,392	5,953	6,292	6,584
Interest expense	734	883	2,021	1,876	1,783	1,830	1,800	1,746	1,703	1,688
Investment income	1,062	(605)	(69)	472	129	220	231	243	255	267
Income related to indexed debt	0	0	0	0	0	0	0	0	0	0
Equity in net losses of affiliates	(29)	(60)	0	(71)	(66)	(54)	(34)	(14)	6	26
Other income	1,301	(41)	6	377	(33)	100	110	121	133	146
Minority interest	160	211	203	14	43	52	55	58	61	63
Recurring income before taxes	694	(142)	96	1,796	2,211	3,261	3,845	4,498	4,923	5,272
Income tax expense	470	134	121	826	938	1,341	1,577	1,842	2,015	2,158
Recurring income	224	(276)	(25)	970	1,273	1,920	2,267	2,656	2,908	3,115
Growth YoY %	-89%	-223%	-91%	-3980%	31%	51%	18%	17%	9%	7%
B: # 1 #	•	2	20	•	•	•				
Discontinued operations	0	2	39	0	0	0	0	0	0	0
Extra-ordinary items	0	0	3,290	0	0	0	0	0	0	0
Cum eff of accounting change	385	0	0	0	0	0	0	0	0	0
Net income	609	(274)	3,304	970	1,273	1,920	2,267	2,656	2,908	3,115
Preferred dividend	0	0	0	0	0	0	0	0	0	0
Net income for shareholders	609	(274)	3,304	970	1,273	1,920	2,267	2,656	2,908	3,115
Growth YoY %	-70%	-145%	-1305%	-71%	31%	51%	18%	17%	9%	7%
Recurring EPS (\$)	\$0.24	(\$0.25)	(\$0.01)	\$0.43	\$0.57	\$0.88	\$1.04	\$1.23	\$1.35	\$1.45
GAAP EPS (\$)	\$0.64	(\$0.25)	\$1.46	\$0.43	\$0.57	\$0.88	\$1.04	\$1.23	\$1.35	\$1.45
Wtd shares o/s - diluted (MM)	965	1,110	2,256	2,250	2,216	2,190	2,175	2,165	2,155	2,145

 $Source\ Buckingham\,Research\,Group\ estimates\ and\ calculations$ 

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Exhibit 4: Comcast Quarterly GAAP P&L (All Figures in \$MM Unless Otherwise Stated)

	1Q04A	2Q04A	3Q04A	4Q04A	1Q05A	2Q05E	3Q05E	4Q05E
Service revenues	4,908	5,066	5,098	5,235	5,363	5,557	5,583	5,714
Net sales from electronic retailing	0	0	0	0	0	0	0	0
Total revenue	4,908	5,066	5,098	5,235	5,363	5,557	5,583	5,714
Growth YoY %	-11.1%	-10.9%	12.1%	10.4%	9.3%	9.7%	9.5%	9.1%
Electronic retailing CGS	0	0	0	0	0	0	0	0
Other S,G&A expenses	3,175	3,114	3,238	3,249	3,333	3,399	3,389	3,439
Cash operating expenses	3,175	3,114	3,238	3,249	3,333	3,399	3,389	3,439
EBITDA	1,733	1,952	1,860	1,986	2,030	2,157	2,194	2,275
Growth YoY %	5.8%	6.6%	14.0%	15.5%	17.1%	10.5%	18.0%	14.5%
Depreciation expense	799	813	869	940	874	865	865	846
Amortization expense	275	287	305	335	290	299	299	310
Operating income	659	852	686	711	866	993	1,030	1,119
Interest expense	500	484	435	457	444	446	446	448
Investment income	(9)	151	89	241	(36)	55	55	55
Income related to indexed debt	0	0	0	0	0	0	0	0
Equity in net losses of affiliates	0	(20)	(29)	(22)	12	(26)	(26)	(26)
Other income	(10)	12	63	312	(108)	25	25	25
Minority interest	(1)	15	(2)	2	7	12	12	12
Recurring income before taxes	141	496	376	783	283	589	626	713
Income tax expense	76	234	156	360	140	244	259	294
Recurring income	65	262	220	423	143	345	367	419
Growth YoY %	-122%	524%	-244%	10%	120%	32%	67%	-1%
Discontinued operations	0	0	0	0	0	0	0	0
Extra-ordinary items	0	0	0	0	0	0	0	0
Cum eff of accounting change	0	0	0	0	0	0	0	0
Net income	65	262	220	423	143	345	367	419
Preferred dividend	0	0	0	0	0	0	0	0
Net income for shareholders	65	262	220	423	143	345	367	419
Growth YoY %	-122%	524%	-93%	10%	120%	32%	67%	-1%
Recurring EPS (\$)	\$0.03	\$0.12	\$0.10	\$0.19	\$0.06	\$0.16	\$0.17	\$0.19
GAAP EPS (\$)	\$0.03	\$0.12	\$0.10	\$0.19	\$0.06	\$0.16	\$0.17	\$0.19
Wtd shares o/s - diluted (MM)	2,268	2,267	2,243	2,228	2,222	2,218	2,211	2,204

Source Buckingham Research Group estimates and calculations

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Exhibit 5: Comcast Balance Sheet (All Figures in \$MM Unless Otherwise Stated)

	2001A	2002A	2003A	2004A	2005E	2006E	200 <b>7</b> E	2008E	2009E	2010E
Cash and equivalents	350	505	1,550	452	497	547	602	662	728	801
Investments	2,623	3,258	2,493	1,555	1,633	1,714	1,800	1,890	1,985	2,084
Accounts receivable, net	967	862	907	959	1,049	1,146	1,236	1,320	1,392	1,458
Inventories, net	455	0	0	0	0	0	0	0	0	0
Other current assets	282	2,474	453	569	602	634	659	678	687	690
Total current assets	4,677	7,099	5,403	3,535	3,781	4,041	4,297	4,550	4,791	5,033
Investments	1,679	15,174	14,818	12,812	12,834	12,753	12,667	12,577	12,482	12,383
Property and equipment, net	7,011	18,381	18,473	18,711	19,028	18,648	18,132	17,597	17,073	16,602
Intangible asse <b>ts</b> , net	24,509	70,213	69,750	68,942	<b>7</b> 0,222	71,446	72,776	74,241	75,873	77,698
Other non-current asset, net	383	2,261	715	694	708	<b>7</b> 22	736	751	766	<b>7</b> 82
Total assets	38,260	113,128	109,159	104,694	106,573	107,610	108,608	109,716	110,986	112,497
Misc. current liabilities	2,359	7,348	5,814	4,776	5,069	5,479	5,952	6,397	6,838	7,265
Deferred income taxes	404	1,105	679	360	378	397	417	438	459	482
Short term debt	0	3,750	0	0	0	0	0	0	0	0
Current portion of long-term debt	460	3,203	3,161	3,499	3,199	2,949	2 <b>,7</b> 99	2,519	2,267	2,040
Total current liabilities	3,223	15,406	9,654	8,635	8,646	8,825	9,168	9,354	9,565	9,788
Long term debt, less current	11,742	27,956	23,835	20,093	21,594	21,581	20,921	20,377	20,097	20,243
Deferred income taxes	6,376	23,104	25,900	26,815	26,753	26,485	26,220	25,958	25,698	25,441
Other non-current liabilities	880	1,172	292	468	468	468	468	468	468	468
Common equity put options	0	0	0	0	0	0	0	0	0	0
Total non-current liabilities	18,997	52,232	50,027	47,376	48,815	48,534	47,609	46,803	46,263	46,153
Common stock	945	25	25	25	26	26	26	26	26	26
Additional capital	11,752	44,620	44,742	44,142	44,142	44,142	44,142	44,142	44,142	44,142
Retained earnings	1,632	1,340	4,552	4,891	6,107	7,721	9,422	11,281	13,026	14,583
Other	144	(139)	(140)	(119)	(84)	(49)	(14)	21	56	91
Treasury shares	0	(7,517)	(7,517)	(7,517)	(8,558)	(9,293)	(9,678)	(10,083)	(10,509)	(10,955)
Preferred stock	0	0	0	0	0	0	0	0	0	0
Total stockholders' equity	14,473	38,329	41,662	41,422	41,633	42,548	43,897	45,386	46,741	47,887
Debt	12,202	34,909	26,996	23,592	24, <b>7</b> 93	24,530	23,720	22,896	22,364	22,284
Net debt	11,852	34,404	25,446	23,140	24,296	23,983	23,118	22,235	21,636	21,483
Gearing	32%	31%	25%	23%	23%	23%	22%	21%	20%	20%
Net gearing	31%	30%	23%	22%	23%	22%	21%	20%	19%	19%
Current ratio	1.5x	0.5x	0.6x	0.4x	0.4x	0.5x	0.5x	0.5x	0.5x	0.5x
Interest cover	-1.0x	1.9x	1.2x	1.6x	2.2x	2.7x	3.0x	3.4x	3.7x	3.9x
Debt/EBITDA	4.6x	9.5x	4.0x	3.1x	2.9x	2.6x	2.3x	2.1x	2.0x	1.9x
Net debt/EBITDA	4.4x	9.3x	3.7x	3.1x	2.8x	2.5x	2.3x	2.1x	1.9x	1.9x
•										

Source Buckingham Research Group estimates and calculations

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Exhibit 6: Comcast Cash Flow Statement (All Figures in \$MM Unless Otherwise Stated)

	2001 <b>A</b>	2002A	2003A	2004A	2005E	2006E	2007E	2008E	2009E	2010E
Net Income (loss)	609	(469)	(218)	970	1,273	1,920	2,267	2,656	2,908	3,115
Adjustments:	003	(103)	(210)	570	1,2,3	1,520	2,207	2,030	2,500	3,113
Depreciation	1,211	1,694	3,166	3,420	3,450	3,619	3,846	3,981	4,093	4,181
Amortization	2,205	221	1,272	1,203	1,198	1,108	1,012	908	797	680
Non-cash interest expense, net	43	10	(113)	33	0	0	0	0	0	0
Equity in net losses of affiliates	29	63	60	88	66	54	34	14	(6)	(26)
Investment (gains)/losses	(2,303)	604	145	(678)	(29)	(120)	(126)	(132)	(139)	(146)
Minority interest	160	43	45	14	43	52	55	58	61	63
Cum. eff. of acct. change	(385)	0	0	0	0	0	0	0	0	0
Deferred income taxes and other	(241)	(95)	(1,208)	531	(44)	(249)	(245)	(241)	(238)	(234)
Sale of trading securities	422	0	85	680	0	0	0	0	0	0
Working capital changes										
- accounts receivable, net	(16)	80	(45)	(54)	(90)	(97)	(90)	(84)	(72)	(66)
- inventories, net	(16)	0	0	0	0	0	0	0	0	0
- other current assets	(27)	0	0	38	(33)	(32)	(25)	(18)	(9)	(4)
- accounts payable & other	(114)	270	(335)	(315)	311	429	493	466	463	450
Cash from operations	1,577	2,421	2,854	5,930	6,147	6,684	7,221	7,608	7,859	8,014
Acquisitions, net of cash acquired	(1,329)	(251)	(152)	(296)	(450)	(495)	(545)	(599)	(659)	(725)
Sales (purchases) of ST investments	(6)	(21)	(32)	228	(78)	(82)	(86)	(90)	(95)	(99)
Purchases of investments	489	1,196	7,971	0	(22)	82	86	90	95	99
Increase in notes receivable	0	0	0	0	0	0	0	0	0	0
Capital expenditures	(2,182)	(1,852)	(4,161)	(3,660)	(3,317)	(2,744)	(2,787)	(2,847)	(2,911)	(2,985)
Change in intangible & other asse	(346)	(197)	(155)	(628)	(1,540)	(1,644)	(1,756)	(1,876)	(2,006)	(2,146)
Other investing activities	0	0	1,768	(156)	(856)	(753)	(883)	(997)	(1,259)	(1,559)
Cash from investments	(3,374)	(1,125)	5,239	(4,512)	(6,263)	(5,636)	(5,970)	(6,319)	(6,835)	(7,414)
Free cash flow	(605)	569	(1,307)	2,270	2,829	3,940	4,434	4,761	4,948	5,029
Free cash flow (CMCSA def.)	(673)	831	74	1,798	2,574	3,441	3,842	4,167	4,317	4,381
Proceeds from borrowings, net	1,499	(692)	(7,067)	(1,293)	1,201	(263)	(810)	(824)	(533)	(80)
Issuances of common stock, net	0	19	53	(1,361)	(1,040)	(735)	(386)	(405)	(425)	(447)
Deferred financing costs	(23)	(332)	(34)	0	0	0	0	0	0	0
Other financing activities	19	0	0	138	0	0	0	0	0	0
Cash from financing	1,495	(1,005)	(7,048)	(2,516)	161	(998)	(1,196)	(1,229)	(958)	(527)
								***************************************		
Net change in cash	(302)	291	1,045	(1,098)	45	50	55	60	66	73
Cash at beginning	652	214	505	1,550	452	497	547	602	662	728
			4 550	452	407	547	602	662	728	801
Cash at end	350	505	1,550	452	497	J <del>1</del> 7	002	552		
Cash at end  OCF/share	350 <b>\$1.63</b>	\$2.18	1,550 <b>\$1.27</b>	\$2.64	\$2. <b>77</b>	\$3.05	\$3.32	\$3.51	\$3.65	\$3.74

Source Buckingham Research Group estimates and calculations. Note Free cash flow (FCF) is defined as cash flow from operations, less capex

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The above-named analyst hereby certifies that the views expressed in this research report accurately reflect his/her personal views about the subject company and its securities. The analyst also certifies that he/she has not been, does not, and will not be receiving direct or indirect compensation in exchange for expressing the specific recommendation in this report.

Company	Disclosure
Cablevision Systems Corp	
Comcast Corp	1
DirecTV Group Inc	
Echostar Communications	
Insight Communications	
Verizon Communications	

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ACCUMULATE -- We expect 15% or more appreciation over the next 6-12 months and the stock is attractively valued; however, near-term catalysts are lacking.

**NEUTRAL** -- The stock's current price reflects our intermediate-term price objectives, and positions may be reduced. **UNDERPERFORM** -- There appears to be more risk than reward in this stock at current levels. We expect the stock to underperform over the next 6-12 months.

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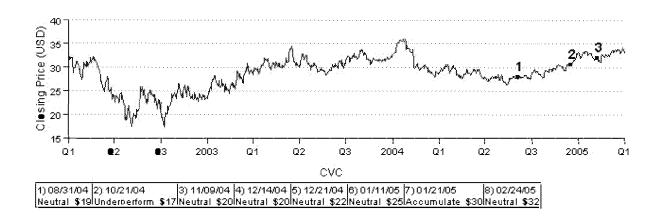
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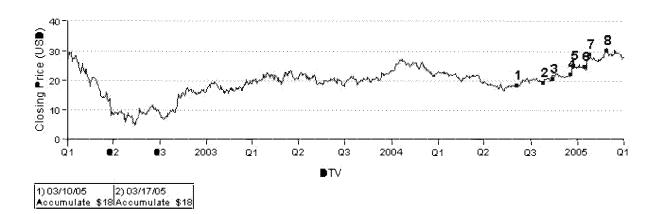
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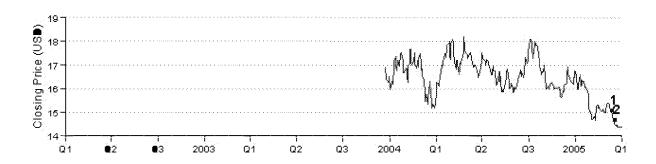
#### **PRICE CHARTS**

CMCSA

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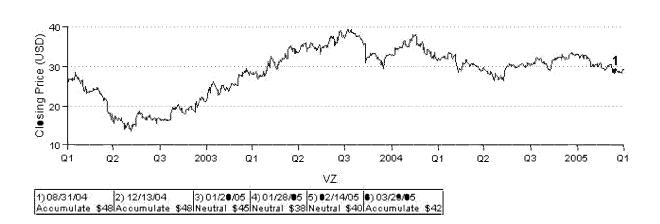


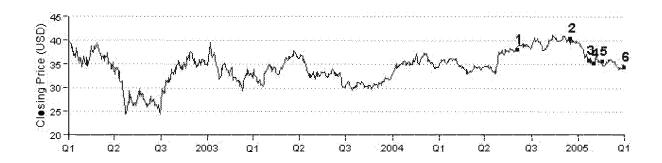


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**CURRENT JAYWALK CONSENSUS** 

#### INDEPENDENT EQUITY RESEARCH CONSENSUS

#### **About the Jaywalk Consensus**

The Jaywalk Consensus is an average of all the ratings on the given security by independent research providers in the Jaywalk network. By averaging these recommendations, investors are given insight into the independent research community's perspective on individual securities. The independent analysts who participate in the Jaywalk Consensus report are professional firms that attest to having no investment banking or other potential conflicts that might impact the integrity of their research product. Investors may utilize the Jaywalk Consensus as a frame of reference in their investment decisions.

#### **BREAKDOWN OF INDEPENDENT RATINGS**

Below is the breakdown of analyst recommendation ratings in Jaywalk Consensus. The breakdown of recommendations provides helpful detail on individual recommendations on a stock. For example a 1.5 score with 10 IRPs where there are 5 buys and 5 holds shows a solid overall consensus with no negative recommendations. The consensus is also shown for 30, 60, 90 days ago to provide some visibility to trend. A current consensus of 2.5 with 10 IRPs that was 2.2 30 days ago, 1.8 60 days ago, and a 1.5 90 days ago shows definitive deterioration in the consensus over the last quarter.

	5/11/#5	4/3#/#5	3/31/#5	2/28/05	1/31/05
Positive or Buy (Rating = 1)	7	7	9	8	6
Neutral or H#ld (Rating = 2)	16	17	16	18	18
Negative or Sell (Rating = 3)	7	6	4	4	5
Total Independent Research Providers	30	30	29	30	29
Consensus Recommendation	2.00	1.97	1.83	1.87	1.97

# 30 Independent Research Previders 2.00 3 SELL RUY HOLD INDEPENDENT RESEARCH PROVIDER **CURRENT RATING DISTRIBUTION** 30 Independent Research Providers NEGATIVE POSITIVE SELL HOLD BUY

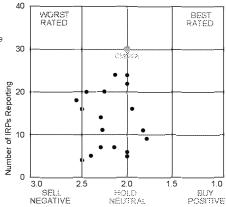
#### INDUSTRY, SECTOR AND OVERALL BNY JAYWALK RANKING

Industry, Sector and Overall Jaywalk Universe rankings charts on the right are shown on a 0.0% to 100.0% scale. A stock with a percent rank in industry of 25%, for example, indicates approximately 75% of the stocks in that industry have a better Jaywalk Consensus than the given stock. Likewise a percent rank in sector of 50% would demonstrate a Jaywalk Consensus that has exactly as many stocks rated higher or lower than the given stock.

#### INDUSTRY RATING DISTRIBUTION

This chart shows CMCSA's Consensus Rating, relative to the ratings of the 23 companies in its industry. CMCSA is shown against its peers to assist investors in identifying where the consensus rating and coverage of the stock is in respect to other industry participants.

The chart also demonstrates Jaywalk Consensus on the overall industry.



#### INDEPENDENT RESEARCH PROVIDERS IN THE JAYWALK CONSENSUS

The Independent Research Consensus from Jaywalk is designed to bring investors an overall view of independent opinions on equity securities. Research firms participating in the Jaywalk Consensus employ various methodologies, including those found below.

- · Behavioral Finance
- · Corporate Governance
- Economics
- Forensic Accounting
- Fundamental Analysis

. Money Flow Analysis

- Primary Source Data • Intellectual Property Analysis • Quantitative Analysis IPO Research
  - - · Sector Analysis • Social Responsibility Analysis
- · Spin Off Arbitrage
- · Technical Analysis

#### **RANK IN INDUSTRY**

**CATV** Systems

30 IBPs Covering CMCSA, Industry Mean, 12 IBPs

66.7%

100%

54.2%

100%

39.5%

0%

The percentile for CMCSA, measured by its Jaywalk Consensus, with its industry

CMCSA rates in the top 33% of its industry

#### **RANK IN SECTOR**

SERVICES 30 IRPs Covering CMCSA, Sector Mean: 10 IRPs

0%

The percentile for CMCSA, measured by its Jaywalk Consensus, with its given sector

CMCSA rates in the top 45% of its sector

#### **RANK IN JAYWALK UNIVERSE**

30 IRPs Covering CMCSA, Universe Mean, 10 IRPs

100%

The percentile for CMCSA, measured by its Javwalk Consensus, with the total Jaywalk universe of 7019 stocks

CMCSA rates in the hortom 35% of the Javwall-Universe.

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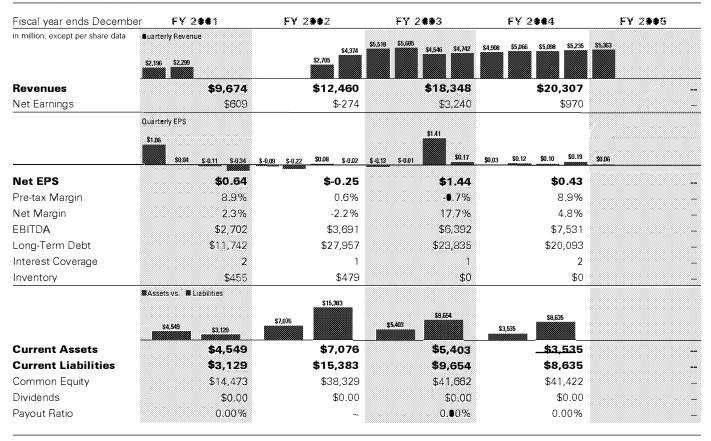
Jaywalk

#### COMPANY FUNDAMENTALS

IMPORTANT NOTICE

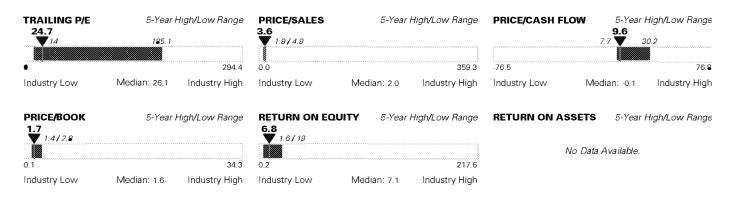
The following company fundamental data is provided for informational purposes only and may differ from the data produced by other data providers or from the selected Independent Research report provided herein. These financials are selected line items taken from the company's annual or quarterly financial statements. They are meant to demonstrate basic financial characteristics of the company. EBITDA represents earnings before interest, taxes, depreciation, and amortization.

#### **ANNUAL FINANCIAL DATA**



#### **KEY RATIOS**

The following ratios are indicative of the health of the company. Large numbers for the four price ratios can reveal inflated or undervalued stock prices relative to underlying fundamentals.



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