





Comcast Corporation

CMCS NASDAQ

Broadcasting

Market Capitalization USD: **\$43,467.43 mm**

CONCERN LEVEL: AVERAGE

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group. 
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Brian L. Roberts

Age: 52 CEO Since: 2002

	2009	2010	2011
Base Salary	\$2,908,483	\$2,800,761	\$2,800,761
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$8,234,238	\$10,922,968	\$5,461,484
Benefits and Perquisites	\$2,937,712	\$3,205,767	\$3,397,176
TOTAL ANNUAL COMPENSATION	\$14,080,433	\$16,929,496	\$11,659,421
Increase in Post-Retirement Benefits	\$2,252,434	\$2,903,094	\$3,689,731
Stock Option Awards	\$5,656,300	\$5,917,380	\$5,847,830
Stock Awards	\$5,257,200	\$5,308,989	\$5,737,095
TOTAL COMPENSATION	\$27,246,367	\$31,058,959	\$26,934,077
Median of Other Named Executive Officers Total Compensation	\$17,883,290	\$18,646,110	\$19,789,155
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$2,756,483	\$1,839,186	\$7,391,886
TOTAL REALIZED EQUITY COMPENSATION	\$2,756,483	\$1,839,186	\$7,391,886

Proxy Date: 20 Apr 2012 **Annual Meeting Date:** 31 May 2012 **Equity Reserves:** 12.17% **Stock Option Run Rate:** 0.95%

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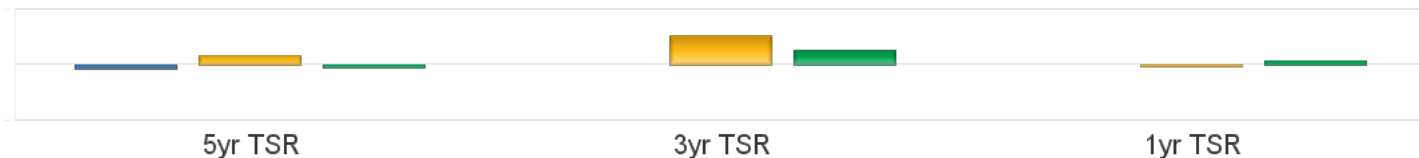
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Performance Comparison

■ S&P500 ■ Industry ■ CMCSA



Peer Comparisons (TRBC) = Cyclical Consumer Goods / Services

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
CMCSA	Comcast Corporation	\$27,246,367	\$31,058,959	\$26,934,077	\$43,467,432,070
NKE	NIKE, Inc.	\$7,306,694	\$13,118,834		\$39,930,776,062
DTV	DIRECTV	\$6,070,610	\$32,932,618	\$5,937,078	\$31,207,384,346
SBUX	Starbucks Corporation	\$12,109,792	\$21,733,013	\$16,079,480	\$27,822,069,000
LVS	Las Vegas Sands Corp.	\$5,575,149	\$11,356,866		\$27,994,897,767
F	Ford Motor Company	\$17,916,654	\$26,520,515	\$29,497,572	\$36,744,343,848
TJX	TJX Companies, Inc. (The)	\$8,719,072	\$17,362,112		\$21,483,789,933

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

Entertainment/Media Industry: CBS Corporation, News Corporation, Time Warner Inc., Viacom Inc. and The Walt Disney Company.

Transmission/Distribution Industry: AT&T Inc., DIRECTV, Inc., Qwest Communications International Inc., Sprint Nextel Corporation, Time Warner Cable, Inc. and Verizon Communications Inc.

General Industry: 3M Company, Abbott Laboratories, Amazon.com, Inc., American Express Company, The Boeing Company, Bristol-Myers Squibb Company, Caterpillar Inc., Cisco Systems, Inc., The Coca-Cola Company, Deere Company, The Dow Chemical Company, E. I. du Pont de Nemours and Company, The Home Depot, Inc., Eli Lilly & Company, Intel Corporation, Kraft Foods Inc., Lowe's Companies, Inc., McDonald's Corporation, Merck & Co. Inc., MetLife, Inc.,

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Judith Rodin	Chairman	67	Female	10	Outside Related
Gerald L. Hassell	Member	60	Male	4	Outside
Joseph J. Collins	Member	67	Male	8	Outside

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