



David L. Cohen
Senior Executive Vice President

June 3, 2016

National Center on Sexual Exploitation
1100 G Street NW #1030
Washington, D.C. 20005
Attention: Patrick A. Trueman and Dawn Hawkins

Dear Mr. Trueman and Ms. Hawkins:

Thank you for your May 17th letter. At the outset, I want to assure you that we appreciate your concerns and your goals. That said, we stand by Comcast's efforts to appropriately protect our viewers and to abide by the law.

Because the range of potentially offensive content is wide and differs by audience, we draw our lines where the law does. The adult programming we carry complies with applicable laws, rules, and regulations, including the Child Protection and Restoration and Penalties Enhancement Act of 1990 and the Child Protection and Obscenity Enforcement Act. Indeed, we contractually require the adult content providers to commit that the programming they provide us will all meet these requirements. Thus, while I understand that you take issue with some of the programming – and why you do so -- we believe that all of it falls within the bounds of the law.

Ultimately, Comcast's goal is to provide our customers with choice and a wide range of programming options. This includes lawful adult programming. We understand that many of our customers consider such content offensive, and we have worked hard to put in place some of the best parental controls in the industry, providing viewers the ability to manage and screen their guide and programming experiences. Customers can set controls to block content and images based on ratings, title (so that the names of programs are not even visible), channel, day, or time. In addition, we work with a third party service to review all text, titles, and images on our Video On Demand system for compliance with the Adult Content Standards put forth by the Cable and Telecommunications Association for Marketing ("CTAM"), and our marketing is consistent with those standards as well, which are designed to limit the offensiveness and explicitness of such material.

Thank you for your letter and for the opportunity to share our views.

Sincerely,

David L. Cohen
Senior Executive Vice President