



Comcast Cable Television Franchise

Department of Information Technology

Sept. 16, 2015



Franchise benefits

- ▶ Low-income cable television discounts
- ▶ Complimentary cable service to schools and City buildings
- ▶ Promotional assistance for Seattle Channel: airtime valued at \$50k annually
- ▶ Support for Public, Educational and Government (PEG) channels
- ▶ PEG signal quality comparable to commercial channels
- ▶ Seattle Channel content on video on demand



Comparing the agreements

Benefit	2006 Comcast Franchise	Proposed 2016
Sponsorship of Seattle Channel Programming Fixed pre-payment in lieu of PEG fees.	\$4,125,000	\$0
Capital funds for PEG channels Fixed pre-payment in lieu of PEG fees.	\$2,000,000	\$0
Direct payment of PEG fees Amount estimated, actual amount will depend on Comcast subscribership over 10 years.	\$0	\$7,956,000
Civic Engagement Grant	\$500,000	\$0
Technology Grant	\$15,000	\$0
<i>Total cash payments</i>	\$6,640,000	\$7,956,000



Comparing the agreements

Benefit	2006 Comcast Franchise	Proposed 2016
Donation of public access facility (Sold by DoIT to SCL as part of SCM restructuring)	Included	Not applicable
Free cable connections and service to City buildings and schools	Included	Maintained
Promotional assistance credits for Seattle Channel Allocated at \$50,000 annually	\$500,000	\$500,000
PEG signal quality comparable to commercial channels	Included	Maintained



Comparing the agreements

Benefit	2006 Comcast Franchise	Proposed 2016
Seattle Channel content on Video on Demand	Included	Maintained
Low-income subscriber discount (30% discount on basic service, \$5 off all tiers)	Included	Maintained
Voluntary disclosure of all service tiers on website	Included	Maintained
PEG info in new subscriber packet and annual reminder, advertising Seattle Channel and SCM	Included	Maintained



Proposed franchise schedule

- ▶ **Oct. 6 - Legislation Transmitted to Council**
- ▶ **Oct. 26 - Legislation introduced to Council (on referral calendar)**
- ▶ **Oct. 26 - Nov. 4 - City Clerk publishes notice of the public hearing**
- ▶ **Oct. 26 - Nov. 26 - Clerk publishes franchise ordinance for 10 consecutive press days on City's official paper (DJC).**
- ▶ **Nov. 18 - PSCRT Special Committee meeting for public hearing**
- ▶ **Dec. 2 - PSCRT Committee briefing, discussion and possible vote**
- ▶ **Dec. 7 - Full Council vote**
- ▶ **Dec. 11 - Mayor or his designee (CTO) signs legislation**
- ▶ **Jan. 11, 2016 - Franchise effective date (30 days from approval)**