



## CES Keynote Presentation



Comcast Chairman & CEO, Brian L. Roberts, was invited to share his thoughts on the keynote stage—a first for the cable industry. Comcast turned to Broadstreet to help craft its message and create an engaging and informative one-hour presentation for an audience of 3,000 while millions more tuned in to a live webcast.

Broadstreet designed a communication strategy that evolved the perception of Comcast as merely a cable service provider, repositioning the company as a content and entertainment creator and leader in high-speed digital service.

Co-hosted with Ryan Seacrest, Brian Roberts took the audience on a journey through each of its core services, and introduced a series of innovative products and services that raised the competitive bar for the entire industry. The presentation concluded with a live performance by Flight of the Conchords.

In addition to the presentation, a companion website, YouTube campaign, media tour, and innovation showcase extended the key messages to press, analysts and consumers. The presentation was selected as one of the top three highlights of CES, and garnered 450 unique press articles and over four million media impressions in the first week alone.