

TALKING TO MY TV

Jeanine Heck
Senior Director, Product
Comcast

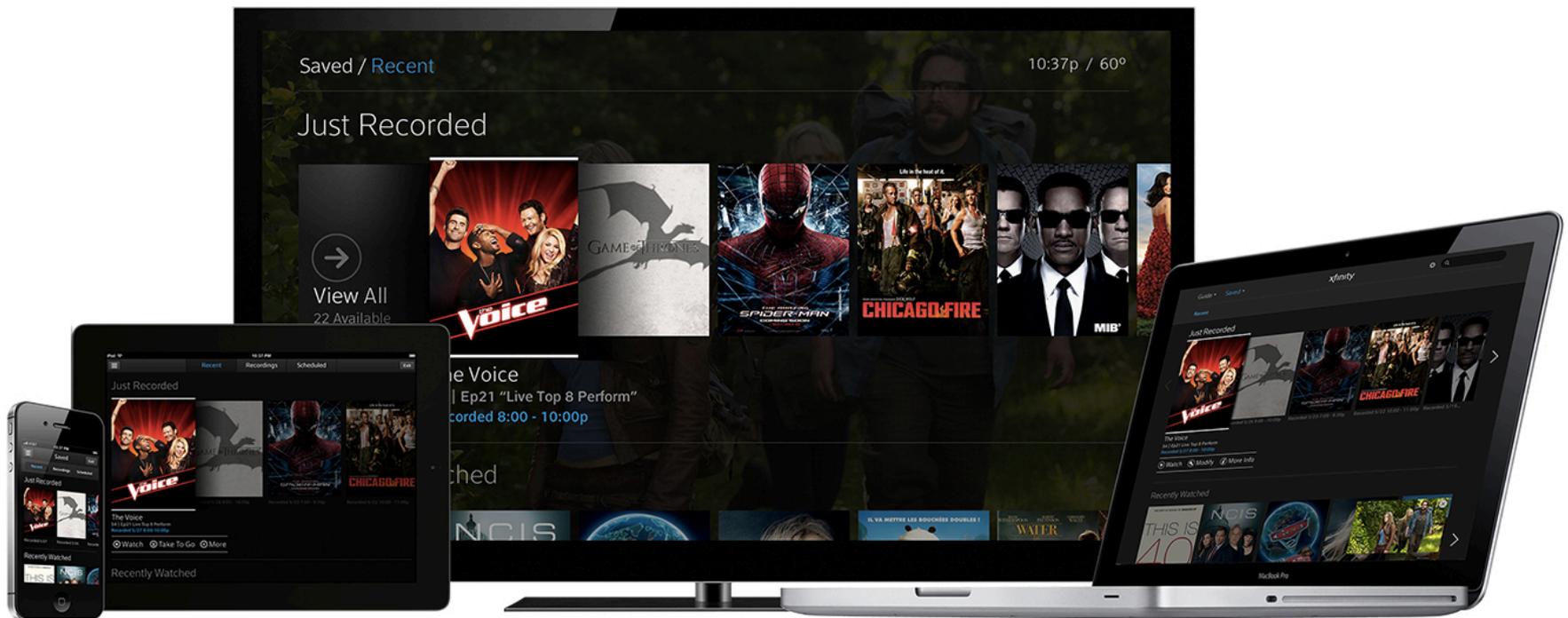


Comcast brings together the best in media and technology.

Comcast Cable: nation's largest video, high-speed Internet, and phone provider - XFINITY

NBC Universal: cable, broadcast, movie studio, theme parks

X1 – Entertainment Operating System



X1 Voice Control



Launched January 2013

The voice remote



Say it. See it.

Find what you want fast with
the voice remote,
part of the
X1 Entertainment Operating System®.



X1 Voice Control

KEYS TO THE USER EXPERIENCE

1. Take away key presses.

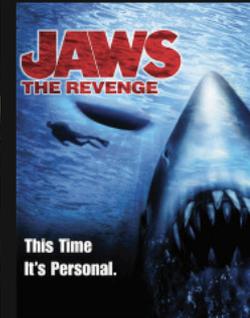
ESPN2HD

"Watch ESPN2"

2. Focus on value-add features.

On Demand / Movies / Shark

8:50a / 58°



Open Water

Free (2003) 72% 32%

"Show me movies about sharks"

3. Tips & tricks.



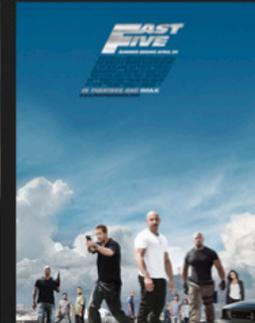
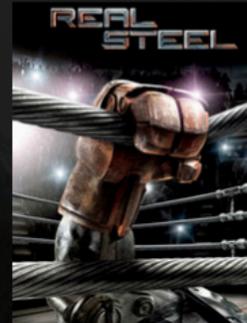
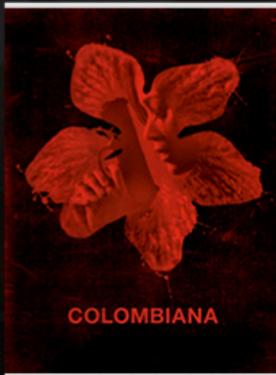
Press and hold, then say what you're looking for.

Say "What should I watch?" for recommendations.

4. Eyes on the TV.

Recommended For You

11:23a / 72°



Columbiana

From \$4.99, (2012) 97% 72%

Finding recommendations...

"What should I watch?"

Continuous Improvement

It is our mission to:

- Anticipate what users will say
- Get the interaction right

1. Eat your own dogfood
2. Test it with real users
3. Launch it!
4. Measure accuracy

What can I say?

<p>Change the channel: “ESPN” “Watch Disney Junior” “Watch channel 810” “832” “Turn on Discovery Channel”</p>	<p>Search for shows or movies: “Find Homeland” “Pitch Perfect” “Watch Paw Patrol” “Play The Voice” “Monday Night Football”</p>	<p>Find actors, directors and music artists: “Tom Cruise” “Search for Scarlett Johansson” “Find Taylor Swift” “Jimmy Fallon”</p>
<p>Find sports teams, games and events: “Islanders” “Turn on the Bulls game” “When is the next Seahawks game?” “Duke basketball” “Manchester United” “Florida Gators” “What games are on?” “Basketball”</p>	<p>Get recommendations or see what’s popular on TV right now: “What should I watch?” “What’s trending?” “What’s on tonight at eight o’clock?” “Kids on now” “Movies guide” “Show me more like Frozen”</p>	<p>Browse Xfinity On Demand™: “HBO On Demand” “Find documentaries on Starz.” “Free kids movies” “Show me movies about vampires.” “Comedies on Showtime” “Do you have any movies about baseball?”</p>
<p>Enhance accessibility: “Turn on closed captioning” “Show me settings”</p>	<p>Set a recording or and other DVR-related commands: “Record” “Record American Idol” “Go to my recordings” “Fast Forward” “Play” “Pause”</p>	<p>Open an app: “Pandora” “Launch Traffic app” “Stocks” “Horoscope”</p>

THANK YOU

Jeanine Heck

Jeanine_heck@comcast.com

Twitter: @J9Heck



Look for announcements during INTX May 5-7

