

ROBERTS BRIAN L  
Form 4  
September 20, 2018

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
ROBERTS BRIAN L

(Last) (First) (Middle)

ONE COMCAST CENTER

(Street)

PHILADELPHIA, PA 19103

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
COMCAST CORP [CMCSA]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/18/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Chairman of Board, Pres. & CEO

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Class A Common Stock            | 09/18/2018                           |  | J(1)                           |   | 216,343   | A  | (1)   |
|                                 |                                      |  |                                |   |   |  | 13,712,646 (3)  |
|                                 |                                      |  |                                |   |   |  | I   |
|                                 |                                      |  |                                |   |   |  | By LLC  |
| Class A Common Stock            | 09/18/2018                           |  | J(1)                           |   | 216,343   | D  | (1)   |
|                                 |                                      |  |                                |   |   |  | 13,712,646 (3)  |
|                                 |                                      |  |                                |   |   |  | I   |
|                                 |                                      |  |                                |   |   |  | By LLC  |
| Class A Common Stock            | 09/18/2018                           |  | J(2)                           |   | 751,869   | A  | (2)   |
|                                 |                                      |  |                                |   |   |  | 13,712,646 (3)  |
|                                 |                                      |  |                                |   |   |  | I   |
|                                 |                                      |  |                                |   |   |  | By LLC  |
| Class A Common                  | 09/18/2018                           |  | J(2)                           |   | 751,869   | D  | (2)   |
|                                 |                                      |  |                                |   |   |  | 13,712,646 (3)  |
|                                 |                                      |  |                                |   |   |  | I   |
|                                 |                                      |  |                                |   |   |  | By LLC  |

|                            |  |                          |   |                |
|----------------------------|--|--------------------------|---|----------------|
| Stock                      |  |                          |   |                |
| Class A<br>Common<br>Stock |  | 2,660,079 <sup>(3)</sup> | D |                |
| Class A<br>Common<br>Stock |  | 8,127,490 <sup>(3)</sup> | I | By Trusts      |
| Class A<br>Common<br>Stock |  | 480                      | I | By<br>Daughter |
| Class A<br>Common<br>Stock |  | 286,044                  | I | By Spouse      |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4, and 5) |         |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount<br>Underlying Securities<br>(Instr. 3 and 4) |       |
|---|--|---|---|--------------------------------------|---|---------|-----|--|--------------------|--|-------|
|   |  |   |   |                                      | V   | (A)     | (D) | Date<br>Exercisable  | Expiration<br>Date |  | Title |
| Class B<br>Common<br>Stock <sup>(4)</sup>           | <u>(1)</u> <sup>(4)</sup>  | 09/18/2018                              |   | <u>J</u> <sup>(1)</sup>              |   | 216,343 |     | <u>(4)</u>   | <u>(4)</u>         | Class A<br>Common<br>Stock                                       | 9,039 |
| Class B<br>Common<br>Stock <sup>(4)</sup>           | <u>(1)</u> <sup>(4)</sup>  | 09/18/2018                              |   | <u>J</u> <sup>(1)</sup>              |   | 216,343 |     | <u>(4)</u>   | <u>(4)</u>         | Class A<br>Common<br>Stock                                       | 9,039 |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                                |       |
|---|---------------|-----------|--------------------------------|-------|
|   | Director      | 10% Owner | Officer                        | Other |
| ROBERTS BRIAN L<br>ONE COMCAST CENTER<br>PHILADELPHIA, PA 19103 | X             |           | Chairman of Board, Pres. & CEO |       |

## Signatures

/s/ Arthur R. Block, as  
Attorney-in-Fact

09/20/2018

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Reflects distributions by grantor retained annuity trusts (GRATs) established by the Reporting Person to certain family trusts of a 2.39% interest in a limited liability company controlled by the Reporting Person, which conveyed to the family trusts an indirect interest in (i) 216,343 shares of Class A Common Stock and (ii) 216,343 shares of Class B Common Stock.

Reflects distributions by GRATs established by the Reporting Person to certain family trusts of a 5.48% interest in a limited liability company controlled by the Reporting Person, which conveyed to the family trusts an indirect interest in 751,869 shares of Class A Common Stock.

Reflects a prorata distribution of shares of Class A Common Stock by a limited liability company controlled by the Reporting Person to the Reporting Person and certain family trusts.

Each share of Class B Common Stock is convertible at any time at the option of the holder into one share of Class A Common Stock.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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