



PRESS RELEASE
Comcast
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COMCAST LAUNCHES UNPARALLELED CONTENT COLLECTION FOR ASIAN AMERICAN PACIFIC ISLANDER HERITAGE MONTH

Say “Asian American” Into The X1 Voice Remote To Access Free Shows, Movies, Music and Podcasts in Celebration of Asian American Talent Contributions to Entertainment

PHILADELPHIA, PA - May 1, 2019 – Comcast today launched a specially curated content collection of Asian American shows, movies, music and podcasts in celebration of Asian American and Pacific Islander Heritage Month. The 2,500 hours of content is accessible to all Xfinity X1 customers across platforms and includes hit K-Drama series, “The Fiery Priest”; box office hit, “Lost in Thailand”; and a new series of interviews with popular South Korean boy band NCT 127. Xfinity X1 customers can go right to what they want to watch by saying “Asian American” into their voice remote.

According to a [2017 study from Nielsen](#), engagement for a range of shows with Asian American characters and plotlines was higher among both Asian Americans and the general population compared to each segment’s norms, indicating that these shows resonate with not only Asian American viewers, but non-Asian viewers as well.

“With this content collection, we hope to showcase the contributions of [Asian American talent](#) that enrich the TV, movie, and music experience for all”, said Rebecca Simpson, Executive Director of International Strategy for Comcast. “We celebrate Asian American identity and are proud to provide a platform for diverse cultures to be embraced and heard via the Asian American Film and TV On Demand destination that is available year-round on X1.”

All month customers can access entertainment from popular Korean, Indian, and Japanese networks such as KOCOWA, Eros Now and TV JAPAN; music videos from Music Choice; Stingray Music videos, karaoke content and concerts; TVK-Pop; podcasts like “They Call Us Bruce” from iHeartRadio where hosts Jeff Yang and Phil Yu have unfiltered conversations about what’s happening in Asian America; and specialty movie and TV collections dedicated to Anime – [one of the most popular genres](#) according to [Anime News Network](#), the Association of Japanese Animations (AJA).

Customers will be able to enjoy English-language content as well as in-language content in Chinese, Japanese, Korean, Tagalog, Vietnamese, and Hindi in the home on [X1](#) and on XfinityTV.com. Select programming is available on-the-go via the [Xfinity Stream](#) app and on [Xfinity Flex](#).

Now through May 31, Xfinity on Demand will feature:

- **Nine hours of content from Music Choice** – A new series of interviews with BLACKPINK and NCT 127; playlists and music videos from top artists like BTS, Bruno Mars, Kris Wu, Tiffany Young, and Jackson Wang
- **Free Previews from networks and streaming subscription video on demand services such as --**
 - **Anime Network**, including top anime movies and TV shows like “No Game No Life Zero” and “Maoyu”
 - **Eros Now**, offering South Asian dramas such as “Metro Park”
 - **TV JAPAN**, with dramas like “Natsu” and anime such as “CASE CLOSED”
 - **KOCOWA**, including hit K-Drama series: “The Fiery Priest” and “Love in Sadness”
 - **Hi-YAH!**, featuring Asian action films: “Drug War,” “Kung Fu Killer,” and “The Assassin”
 - **Well Go USA**, offering four select free box office hits: “Lost in Thailand,” “The Thieves,” “The White Haired Witch of Lunar Kingdom,” and “The Beauty Inside”
- **Game Changers** -- A collection to celebrate the works of influential Asian Americans and Pacific Islanders in entertainment, including actors, comedians, filmmakers, and musicians such as: Jason Momoa (“Aquaman”), Mindy Kaling (“The Mindy Project”), Hirokazu Koreeda (“Shoplifters”), and Steve Aoki (“50KI”).

- **New World Music Experience** -- An ongoing collection of artists and content in genres like K-Pop and Bollywood, available through Music Choice, TVK-Pop, Stingray Music Videos, Stingray Karaoke and Stingray Classica and from Pandora, iHeartRadio, and YouTube.

For more information on programming, visit Xfinity.com/AsianAmerican.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States' largest video, high-speed internet, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures, and Universal Parks and Resorts. Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit www.comcastcorporation.com for more information.

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