

The Asian American Community

Comcast and Diversity Our Commitment to the Asian American Community

Comcast is committed to identifying and expanding opportunities for Asian Americans in the areas of supplier diversity, recruitment and career development, community investment and programming.



Supplier Diversity

- We reach out to diverse vendors in our markets to show them how to do business with Comcast by attending trade shows and business expos, and by partnering with organizations that promote diversity in business.
- We partner with the United States Pan Asian American Chamber of Commerce to provide support for their events and services geared towards Pan Asian American business owners. Comcast representatives serve in leadership roles with Pan Asian American Chambers of Commerce chapters in Sacramento, San Francisco and Oakland.

Human Resources

- The Comcast recruiting team is working with professional Asian American organizations across the country, including the National Association of Asian Professionals (NAAP) and the National Asian American Society of Accountants (NAASA).

Community Investment

- In late 2007, Comcast announced the launch of “Our Time to Vote,” a year-long, non-partisan voter education and registration campaign designed to increase Asian American participation in the voter registration and participation process with partner The Asian and Pacific Islander American Vote (APIAVote).
- Comcast proudly supports the Asian American Justice Center, Asian Pacific American Islander Congressional Studies, Organization of Chinese Americans, Vision New America, Asian Pacific Islander Leadership Institute, Asian Pacific Public Affairs Association, Chinese American Voter Education Council, Asian Pacific Islander Youth Leadership Program and others.

Programming

- In 2007, Comcast launched Filipino On Demand, which offers 25 hours of movies and celebrity concerts from the Philippines. The launch follows the successful Bollywood Hits On Demand, a South Asian subscription video on demand service featuring 30 hours of content from India.
- Comcast currently is an investor in two Asian-focused channels (SBTN for Vietnamese-Americans and tvK24 for Korean-Americans) and distributes more than 20 premium Asian channels in select U.S. cities.

