

Green Innovation Report

Comcast Corporation - 2024

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This report evaluates the green innovation activities of the company over the past decade, based on inventions published in green technology areas defined by the [IPC Green Inventory](#). This inventory, established by the World Intellectual Property Organization, identifies technologies aligned with the United Nations' definition of Environmentally Sound Technologies. These innovations contribute to mitigating humanity's impact on climate change in support of the Sustainable Development Goals.

Innovation Metrics

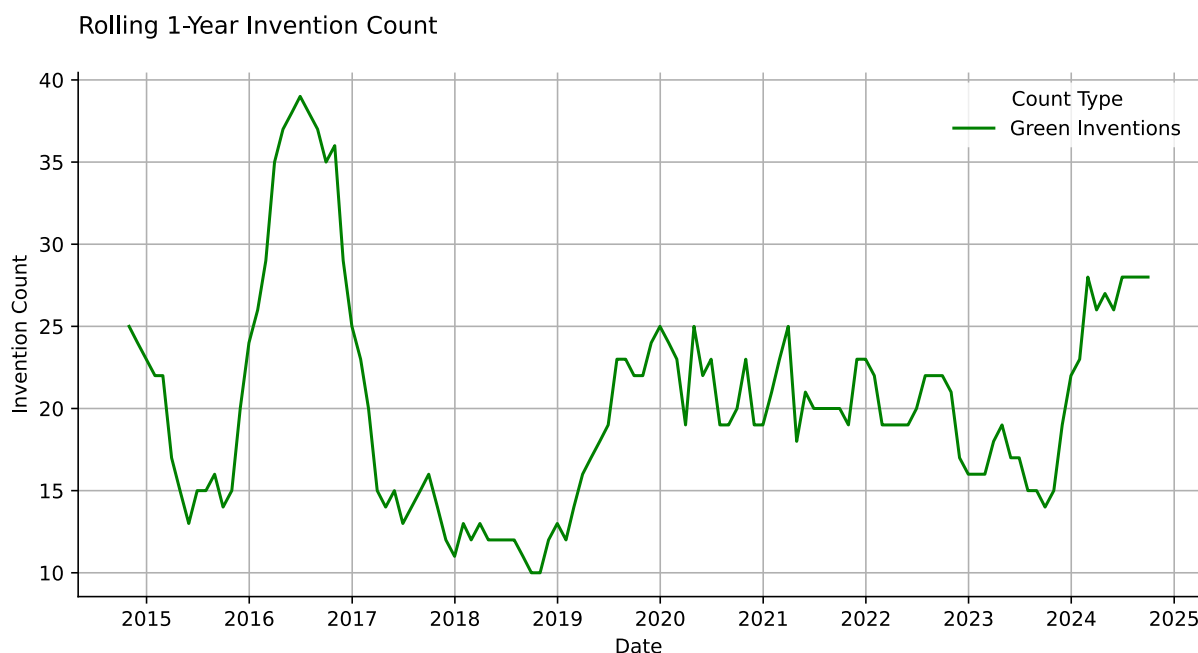
Invention Count (last 12 months)

319 Inventions

Green Invention Count (last 12 months)

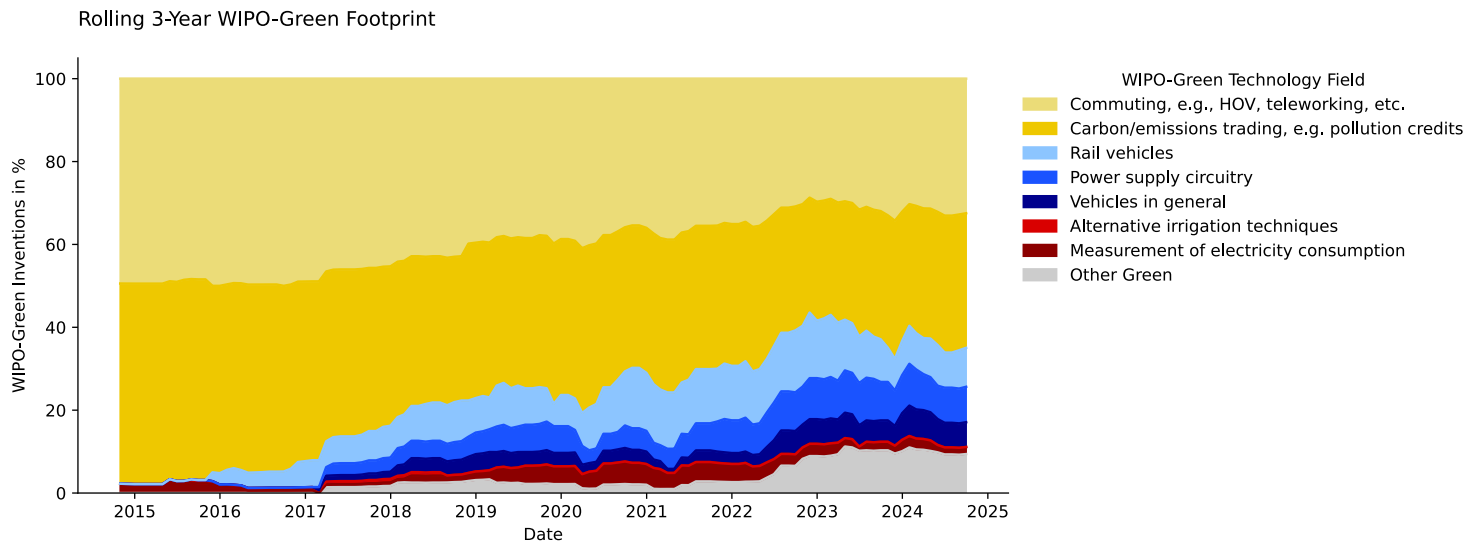
28 Green Inventions

Each invention reflects a substantial investment of R&D and legal resources. Consequently, green inventions provide a reliable and high-integrity metric for measuring a company's innovation efforts in green technologies and sustainability.



Green Technology Footprint

The graph below showcases the temporal distribution of the company's green innovation activity across technology fields listed in the IPC Green Inventory. This distribution highlights the green technology footprint and its evolution as part of the company's innovation strategy.



The table below provides a quantitative analysis of the growth and significance of the company's key green technology fields. For each field, the most frequently appearing keywords in recent inventions offer valuable insights into the company's green innovation activities.

WIPO-Green Technology Field	Absolute Growth (3y)	Percentage of Green Inventions (3y)	Keywords (3y)
Commute, e.g., HOV, teleworking, etc.	38	32.5%	game information management, fungible token management, fungible token, entertainment venue, content management
Rail vehicles	11	9.4%	amusement park attraction, vehicle support, turntable station, ride vehicle restraint, ride vehicle
Power supply circuitry	10	8.5%	user specific interactive, switchable float power, specific interactive object, single battery switchable, rail coupling
Vehicles in general	7	6.0%	power management
Measurement of electricity consumption	2	1.7%	electrostatic buildup

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