

SPOTLIGHT OPTION TRADE



Comcast Best Value, Best Managed Media Name with Upside

TRADE SNAPSHOT

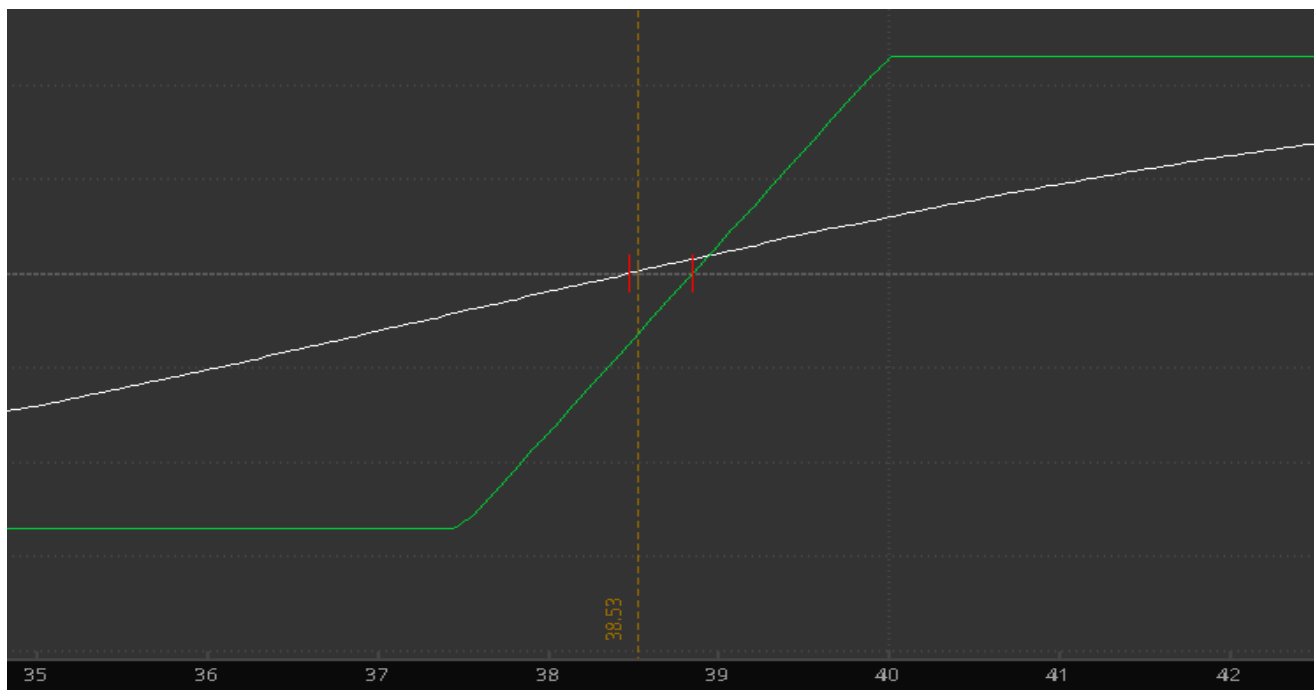
TICKER	CMCSA
SECURITY	Comcast Corp
SECTOR	Consumer Services – Entertainment – Diversified
CURRENT PRICE	\$38.52
LONG/SHORT	Long
TARGET	\$42
STOP	\$35
TIMEFRAME	1 Month

Trading Strategy: Long the CMCSA May \$37.5/\$40 Call Spreads at \$1.35 Debit

Net Debit/Credit: Debit of \$1.35

Profitability Zone: CMCSA Shares Above \$38.85 on May OpEx

Options Volatility / Trade Simulator View:





Technical Analysis: CMCSA shares working out of a downtrend and its short term moving averages seeing upward slopes with bullish crosses while the 200 day MA remains way up at \$43.35 at shares break out of a nice basing pattern that held key long term support.



Fundamental Analysis: The \$174B media company trades 11.8X Earnings, 9X FY19 EV/EBITDA and 14.5X FCF with a 2.4% dividend yield. Comcast certainly will face near-term headwinds in its Filmed Entertainment and Theme Park segments but the Internet and Cable businesses are likely to remain fairly stick cash flow generators. Bigger picture, 70% of the business is cable/broadband, and recent events are likely to accelerate some positive trends in digital as it continues to invest/build its Peacock service. The postponement of the Olympics will push out a major positive catalyst one year. Analysts have an average target of \$47.30 and short interest is low at 1.9% of the float. Pivotal Research out last week calling shares too cheap despite estimate cuts and has a \$48 target, and sees the long-term upside with results normalizing in 2021/2022. Goldman on 4/1 lowered shares to Buy from Conviction Buy, a \$42 target, citing headwinds in 2020 that includes cord-cutting, theme parks, delayed films, pressure on ad revenues and Olympics delayed. Hedge Fund ownership fell 2.7% in Q4 filings, a number of large concentrated holders.

Options Activity:

Date	Description	Volume	Open.Int	Price	Delta	Impl Vol	Prob.ITM	Premium Paic	Symbol
4/8/2020	CMCSA 100 18 JUN 21 40 CALL	1,461	0	\$4.20	0.47	35.07%	32.77%	\$613,620	.CMCSA210618C40
4/3/2020	CMCSA 100 15 JAN 21 50 PUT	2,500	1,856	\$17.00	-1	0.01%	100.00%	\$4,250,000	.CMCSA210115P50
4/3/2020	CMCSA 100 15 MAY 20 35 CALL	2,185	727	\$1.93	-0.462	53.12%	39.08%	\$421,705	.CMCSA200515C35
4/3/2020	CMCSA 100 15 MAY 20 32.5 PUT	2,218	902	\$1.80	-0.378	54.70%	45.22%	\$399,240	.CMCSA200515P32.5
4/3/2020	CMCSA 100 (Weeklys) 22 MAY 20 30 PUT	1,500	0	\$1.30	-0.212	45.49%	26.53%	\$195,000	.CMCSA200522P30
4/2/2020	CMCSA 100 15 MAY 20 30 CALL	3,500	39	\$5.26	0.74	62.97%	66.48%	\$1,785,000	.CMCSA200515C30
4/2/2020	CMCSA 100 15 MAY 20 30 PUT	3,514	604	\$1.16	-0.25	61.19%	32.85%	\$439,250	.CMCSA200515P30
3/31/2020	CMCSA 100 15 MAY 20 37.5 CALL	1,896	567	\$1.28	0.41	76.78%	30.57%	\$242,688	.CMCSA200515C37.5
3/30/2020	CMCSA 100 17 JUL 20 27.5 PUT	2,500	77	\$1.36	-0.19	60.93%	28.93%	\$370,000	.CMCSA200717P27.5
3/30/2020	CMCSA 100 16 OCT 20 37.5 CALL	1,006	405	\$3.10	0.46	40.08%	34.64%	\$347,070	.CMCSA201016C37.5
3/25/2020	CMCSA 100 16 OCT 20 22.5 PUT	3,692	9	\$1.27	-0.14	60.78%	26.94%	\$623,948	.CMCSA201016P22.5
3/18/2020	CMCSA 100 19 JUN 20 37.5 CALL	6,058	2,766	\$3.40	0.44	69.65%	30.95%	\$2,090,010	.CMCSA200619C37.5
3/18/2020	CMCSA 100 21 JAN 22 30 PUT	1,001	420	\$5.50	-0.31	43.20%	54.80%	\$600,600	.CMCSA220121P30
3/13/2020	CMCSA 100 19 JUN 20 30 PUT	1,873	1,622	\$2.15	-0.187	70.44%	30.16%	\$402,695	.CMCSA200619P30
3/13/2020	CMCSA 100 (Weeklys) 9 APR 20 39 CALL	1,166	36	\$1.91	0.532	74.14%	45.29%	\$222,706	.CMCSA200409C39
3/12/2020	CMCSA 100 19 JUN 20 37.5 CALL	1,077	470	\$3.75	0.53	52.10%	42.72%	\$420,030	.CMCSA200619C37.5
3/11/2020	CMCSA 100 19 JUN 20 40 CALL	2,507	474	\$2.49	0.46	43.32%	36.94%	\$714,495	.CMCSA200619C40
3/6/2020	CMCSA 100 19 JUN 20 32.5 PUT	4,593	2,452	\$1.56	-0.196	57.87%	29.12%	\$716,508	.CMCSA200619P32.5
2/28/2020	CMCSA 100 17 JUL 20 32.5 PUT	14,279	121	\$1.27	-0.19	50.52%	29.27%	\$4,569,280	.CMCSA200717P32.5
2/28/2020	CMCSA 100 17 JUL 20 42.5 CALL	15,314	508	\$1.91	0.43	30.43%	36.43%	\$3,552,848	.CMCSA200717C42.5

Potential Catalysts: Earnings 4/30/2020

Disclaimer:**Not Investment Advice or Recommendation**

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