“There is no magic formula for closing the digital divide and the opportunity gap it creates. But after four years, we have learned a lot about what works when it comes to delivering a community-based broadband adoption program across the country. It takes patience, perseverance, and commitment from many stakeholders. Our school, nonprofit, and government partners, working side-by-side with Comcast employees, have given countless hours to bringing Internet Essentials to life in our communities. We know there is much more to be done, but we have never been more hopeful about the program’s future. Join us in helping to bring Internet Essentials to your community.”

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We should all be connected.

English: 1-855-8-INTERNET (1-855-846-8376)
Spanish: 1-855-SOLO-995 (1-855-765-6995)
InternetEssentials.com | es.InternetEssentials.com
OUR #1 COMMUNITY INVESTMENT PRIORITY

Internet Essentials™ from Comcast is the nation’s largest and most comprehensive high-speed Internet adoption program in America—bringing the Internet into the homes of more than 500,000 low-income families and reaching more than 2 million Americans.

High-speed Internet service at home connects families to a world of knowledge and opportunities, including greater access to education, healthcare, employment, news, and information. Home Internet has the power to transform lives, strengthen communities, and inspire a new generation of leaders. We should all be connected. That’s why Comcast is committed to attacking the digital divide in a real and meaningful way.

To put that into perspective, 2 MM > 3X
The Population Of Washington, D.C.

Families Connected

<table>
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<th>2012</th>
<th>2013</th>
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<td>500K</td>
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500,000 FAMILIES REACHING 2 MILLION AMERICANS

That’s larger than the populations of states and the District of Columbia

Larger than the populations of 96 of the 100 cities in America

OR

FAMILIES

2013

2014

2015

$240 million in cash and in-kind support to partners

3.2 million people reached through online and in-person trainings

1,500 Employee Ambassadors

9,000 Partners

Available In 48,000 Schools

FAMILIES

2013

2014

2015

Internet Essentials is Comcast’s largest and most successful community investment initiative. The spirit of the program truly aligns with Comcast’s mission to improve and enrich our communities. Since we first offered Internet Essentials in August 2011, we have made 25 key enhancements to the program, including:

- Streamlined Enrollment Process
- Improved Technology
- Increased Eligibility
- Faster, Simpler, Better

Internet Essentials offers amnesty for families who are eligible for Internet Essentials and have a past due balance older than one year. Eligible families with a child in any of a variety of educational settings including public, charter, private, parochial, cyber school, and home school may apply for Internet Essentials.

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Making learning better together

Over the past several years, we’ve focused on building a network of volunteers, nonprofit and educator partnerships to help spread the word about Internet Essentials to low-income families with children. Internet Essentials’ success would not be possible without these dedicated partners. With their support, we’ve worked to achieve exciting milestones with our digital literacy and readiness programs. When our communities thrive, so do we.

LEARNING AND GROWING MORE EACH DAY

We work each day with partners, customers, and employees across the country to help us better understand how we can enhance the program. We are proud of these accomplishments.

Our Reach

- 3.5 million visits generated to dedicated websites in English and Spanish
- 3.2 million phone calls received to dedicated in-language call centers
- 41K subsidized computers provided to Internet Essentials families at less than $150 each
- 7 million public service announcements, valued at more than $90 million
- 46 million Internet Essentials program materials distributed

The Customer Experience

- 98% use the service for homework and 92% say the service has had a positive impact on their child’s grades
- 86% use their Internet service almost every day
- 67% of people that use the service to search for jobs, say it helped them locate employment
- 90% are highly satisfied with the program
- 86% have recommended the program to friends and family

“I am thankful that Comcast made a program for families like mine. Now my kids can use the same tools that everyone else has.”

—Internet Essentials Customer
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Comcast has again doubled the service’s download Internet speed up to 10 Mbps—more than six times the speed we offered at the beginning of the program. And in-home WiFi is now available for no added cost.

BUILDING DIGITAL COMMUNITIES

Making learning better together
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