

# Connection is essential.

a **5-YEAR**  
PROGRESS REPORT

LEARN MORE. SHARE MORE. DO MORE.

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# Equal opportunity is essential.



**3**  
**MILLION**  
LOW-INCOME  
AMERICANS CONNECTED\*

\*That's 750 thousand families!



Since its founding by Ralph Roberts in 1963, Comcast Corporation has been focused on shaping the future by driving innovation through technology—and staying connected to the communities we serve.

In 2011, we launched Internet Essentials, our signature high-speed internet adoption program for low-income families. Over the past five years, the program has grown into the nation's largest and most comprehensive broadband adoption program and the company's number one community investment initiative.

We are extremely pleased to announce that, through August 2016, Internet Essentials has connected 3 million low-income Americans (or 750,000 families) to the internet at home.

Over the last 5 years, we've made more than 25 enhancements to the program. With these enhancements, we've doubled down on our investment by consistently improving the quality of the program's internet service, improving the application process, engaging communities on the relevance and value of the internet, and expanding Internet Essentials to reach additional communities.

For example, just this summer, we redefined the Internet Essentials program—by expanding program eligibility beyond families with children eligible to participate in the National School Lunch Program to all HUD-assisted households living in our service area, even if they have no school-aged children.

The true power behind the success of this program comes from the on-the-ground partnerships between Comcast and the communities we serve.

As you will see in this report, we have made tremendous progress in closing the digital divide, and our resolve is stronger than ever. We invite everyone who shares that vision to work with us to create even more digital opportunity in the years ahead.

Sincerely,



**DAVID L. COHEN**

Senior Executive Vice President and Chief Diversity Officer



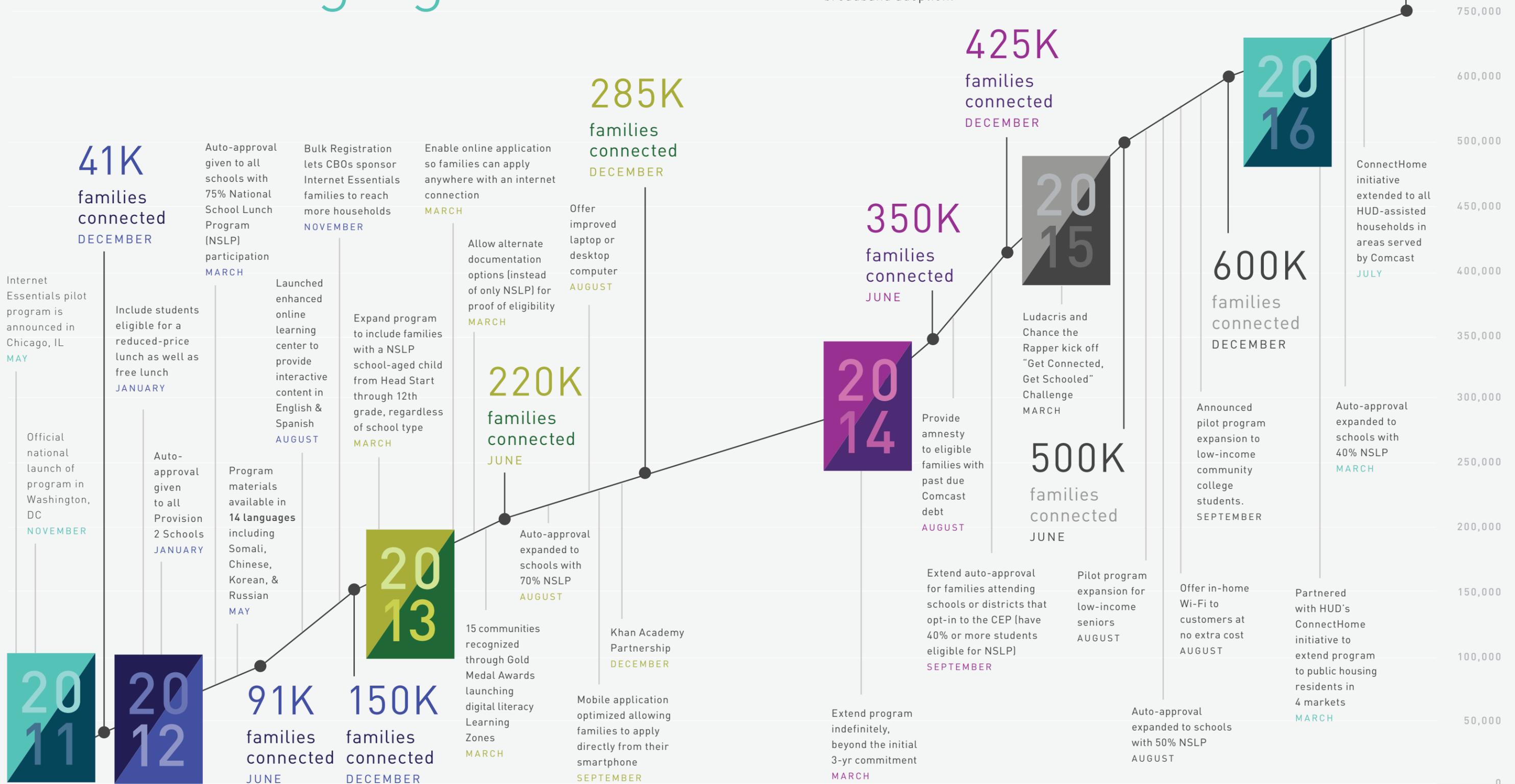
# Five Years of Changing Lives

Before the launch of Internet Essentials, the nation began to focus on the importance of having a home internet connection. The Federal Communications Commission presented the National Broadband Plan in 2010, which articulated the research behind issues of broadband adoption and digital inclusion. Internet Essentials was the first comprehensive and action-oriented response by a major Internet Service Provider to address the three main barriers to broadband adoption.

# 750K

families connected

AUGUST





# How Have We Done?

Internet Essentials is a tremendous success by any measure. In five years, we have connected 750,000 families, or 3 million low-income Americans, to the internet at home—six-times more than the other three major low-income Internet adoption programs combined.\*

\*BASED ON PUBLICLY-REPORTED AGGREGATE DATA FROM THREE PROVIDERS, INCLUDING COX, CENTURYLINK, AND MOBILE BEACON

## SINCE 2011, WE'VE MADE MORE THAN 25 PROGRAM ENHANCEMENTS, INCLUDING:

- Increasing speeds 3 times
- Increasing eligibility 9 times, including a historical expansion to up to 2 million HUD-assisted households
- Building a website and an online application
- Offering in-home Wi-Fi service at no additional cost
- Providing amnesty to families with past-due balances owed to Comcast
- Launching pilot programs to extend Internet Essentials to low-income seniors and community college students

# \$300 MILLION

Invested by Comcast in digital literacy initiatives benefitting more than 4.4 million people



90% of Internet Essentials customers are highly satisfied with the program

# \$110 MILLION

Broadcast more than 8.5 million public service announcements, valued at \$110 million

# 55 THOUSAND

Offered Internet Essentials in 55,000 schools in 5,000 school districts, covering 39 states and the District of Columbia

# 6.4 MILLION

Welcomed nearly 6.4 million visitors to our fully bilingual website and Online Learning Center in both English and Spanish

# 54 THOUSAND

Subsidized computers sold at \$150 each

# 4.4 MILLION

Fielded more than 4.4 million phone calls at our dedicated call center

# 9 THOUSAND

Partnered with a diverse network of over 9,000 community partners, including schools and school districts, libraries, community-based organizations, elected officials, and businesses



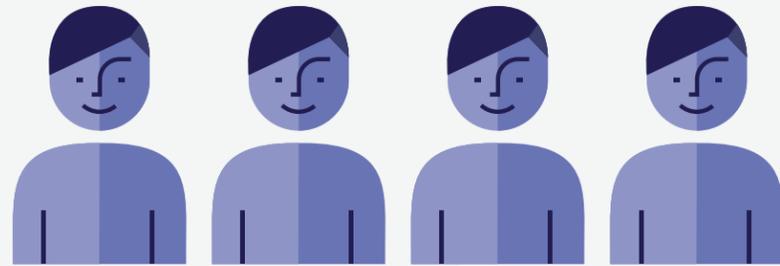
# Who Have We Connected?

It is critical that we understand our customers to provide them with a more comprehensive product and digital literacy training to help cross the digital divide. Below is a snapshot of our typical connect.



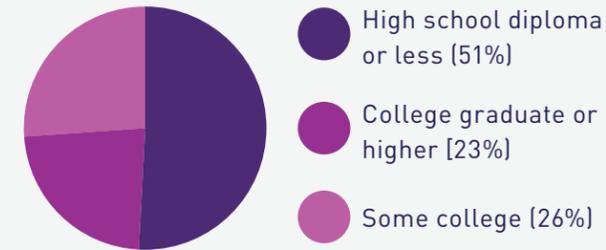
# 39

Average age of an Internet Essentials customer\*

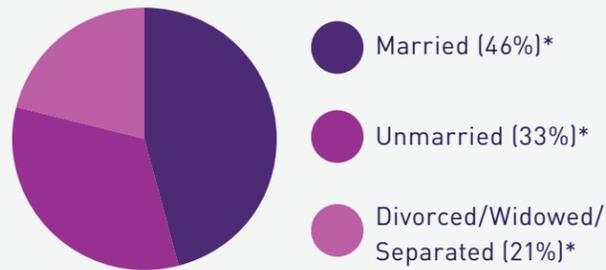
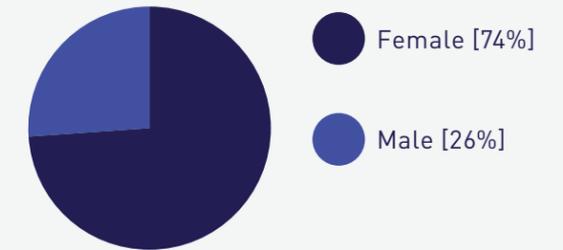


The average number of people in an Internet Essentials household is 4.

## EDUCATION\*



## GENDER\*

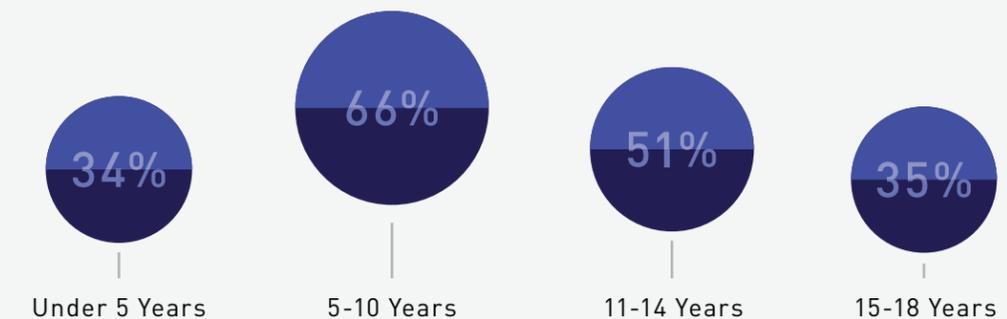


\*Based on respondents, not necessarily the head of the household.

# 55%

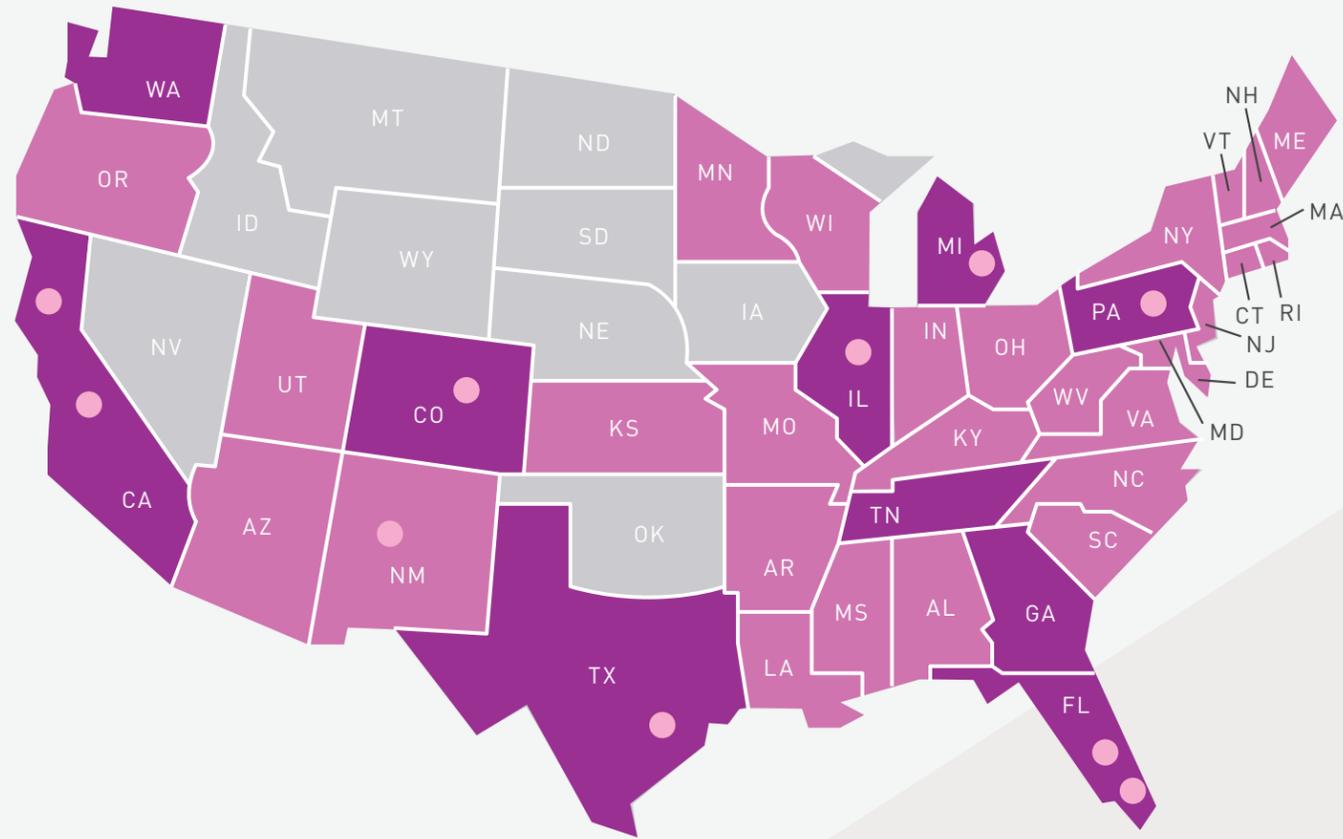
Of these households identify as Latino

## AGES OF CHILDREN IN HOUSEHOLD





# Where do they live?



## CONNECTED HOUSEHOLDS BY REGION

- States where Internet Essentials is Offered
- Top 10 States by Connected Households
- Top 10 Cities by Connected Households

## TOP 10 CITIES BY CONNECTED HOUSEHOLDS

RANK	CITY	HOUSEHOLDS (through 8/16)
1	Chicago, IL	42,800
2	Houston, TX	29,400
3	Miami, FL	22,600
4	Philadelphia, PA	21,300
5	Fresno, CA	14,400
6	Sacramento, CA	12,800
7	Detroit, MI	9,600
8	Albuquerque, NM	9,400
9	Hialeah, FL	8,400
10	Denver, CO	8,000

## TOP 10 STATES BY CONNECTED HOUSEHOLDS

RANK	STATE	HOUSEHOLDS (through 8/16)
1	CA	114,800
2	FL	96,600
3	IL	92,300
4	GA	46,300
5	PA	45,600
6	TX	41,200
7	MI	39,900
8	WA	35,100
9	CO	32,800
10	TN	21,600



# How Do We Reach Those in Need?

As a company dedicated to diversity, committed to community, and whose services provide access to the world through the internet, it is essential that we work toward bridging the digital divide.

When we launched Internet Essentials, we understood the internet's massive potential to transform lives—but we also understood that addressing the fear and relevance of the internet and the lack of digital literacy skills is vital to getting more Americans online. So, we tackled digital inclusion in three ways:

1

By raising awareness around the digital divide through multilingual program materials, PSAs, earned media, and grassroots community partnerships (schools, government officials, community nonprofits, etc).

2

By providing financial support and computer hardware for nonprofits offering free digital relevance and literacy training in multiple formats—print, online, and in-person.

3

By providing low-cost, high-speed internet service for \$9.95 a month plus tax with the option to purchase an internet-ready computer for less than \$150.



# Changing Lives Every Day

Before subscribing to Internet Essentials, 80% of the program's customers lacked an internet subscription at home. For the rest, most used their data plan on a smartphone or tablet to access the internet at home. But with Internet Essentials, the daily lives of those families are dramatically impacted. Kids can connect to educational resources, parents can search for better jobs, and everyone is more connected to what's going on in the world.



## MAKING AN IMPACT ON FAMILIES\*

95%

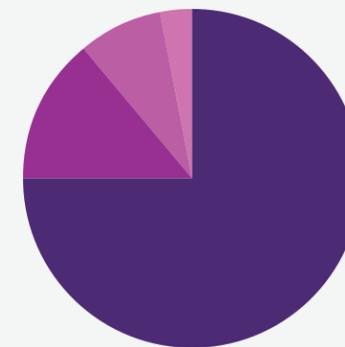
Have seen positive impact on child's grades

98%

Subscribed to Internet Essentials to use the internet for homework/school projects

51%

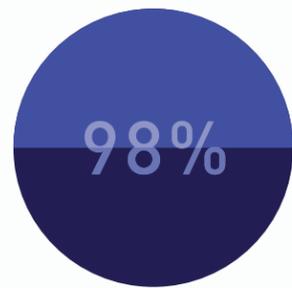
Of customers said Internet Essentials helped them or someone in their family find a job



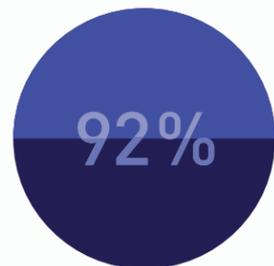
- Every Day (75%)
- Almost Every Day (14%)
- Few Times a Week (8%)
- Once a Week or Less (3%)

For 89% of customers, Internet Essentials is an integral part of their everyday lives. It has had such an impact that 86% have already recommended the program to friends or family.

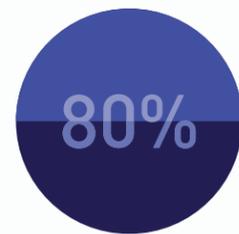
## CUSTOMERS USE INTERNET ESSENTIALS FOR:\*



School Work



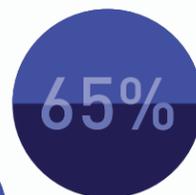
Finding General Info



Email



Social Networking



Playing Games



Paying Bills



Watching TV or Movies



Health or Medical Info



Job Hunting



Government Services



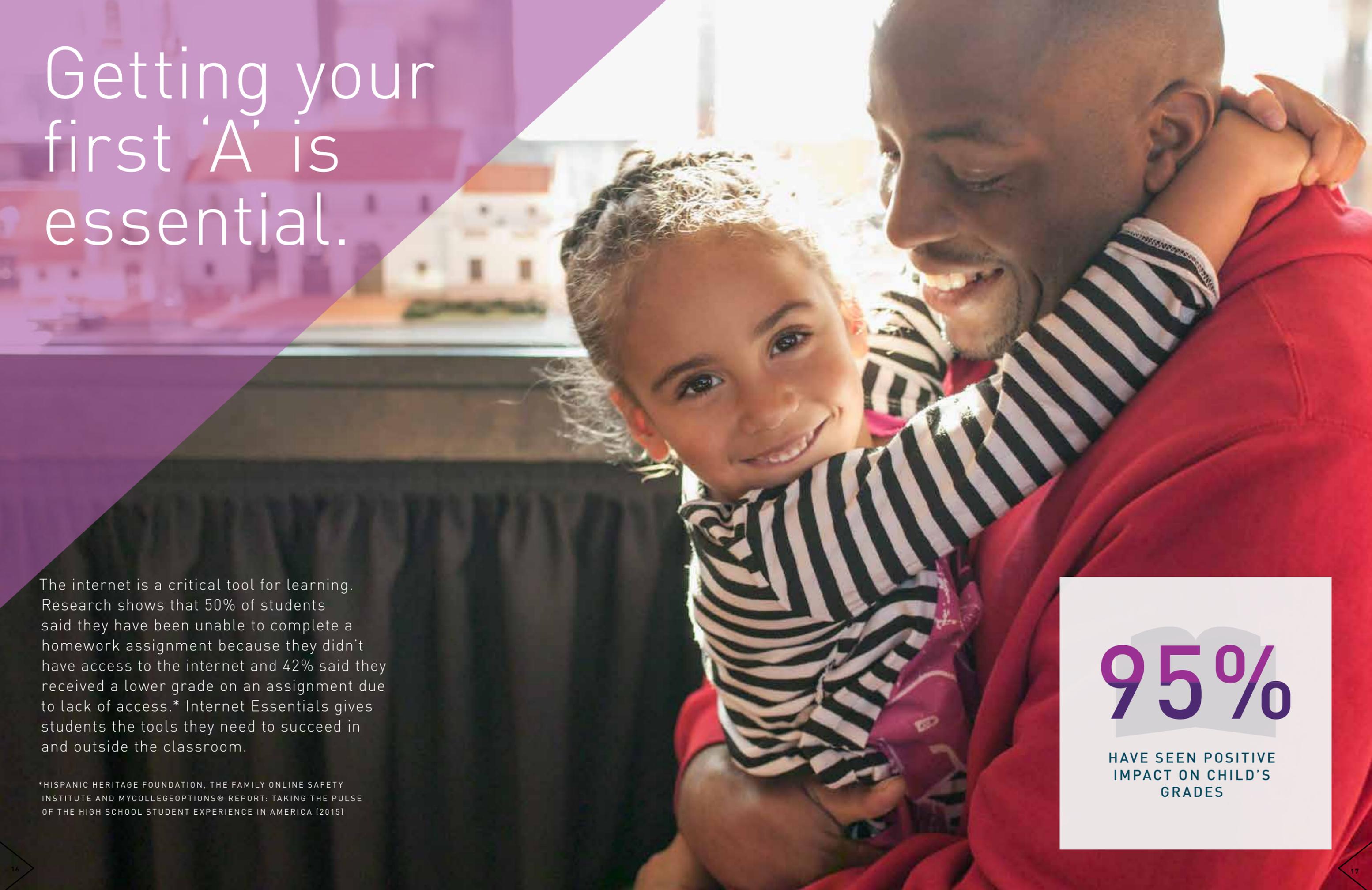
Health Insurance

\*DATA FROM COMCAST INTERNET ESSENTIALS CUSTOMER SATISFACTION SURVEY FROM 2015 AND 2016

# Getting your first 'A' is essential.

The internet is a critical tool for learning. Research shows that 50% of students said they have been unable to complete a homework assignment because they didn't have access to the internet and 42% said they received a lower grade on an assignment due to lack of access.\* Internet Essentials gives students the tools they need to succeed in and outside the classroom.

\*HISPANIC HERITAGE FOUNDATION, THE FAMILY ONLINE SAFETY INSTITUTE AND MYCOLLEGEOPTIONS® REPORT: TAKING THE PULSE OF THE HIGH SCHOOL STUDENT EXPERIENCE IN AMERICA (2015)



95%

HAVE SEEN POSITIVE  
IMPACT ON CHILD'S  
GRADES



# Going Beyond the Connection

Connectivity is the heart of our business. But to make sure Internet Essentials worked, we had to design a special program—from making signups easy to providing subsidized computers for those who need them.

## EASY ACCESS

Comcast has made countless improvements to its online and mobile Internet Essentials application sites, cutting by more than half the amount of time it takes between application and connect. Auto-approval of applicants attending income-eligible schools or school districts and residents of HUD public housing has significantly streamlined the process. In 2015, 69% of Internet Essentials connects were through the auto approval process (or 64% of applications). Also, agents at our dedicated call centers are specially trained for this program and cannot sell any other Comcast products.

## PROVIDING DEVICES

Since 2011, Comcast has subsidized more than 54,000 computers to help Internet Essentials families connect to the digital world. Desktops and laptops are sold to consumers at less than \$150, a significant discount off the retail price. In addition to subsidizing computers, Comcast has donated more than 3,500 computers to individuals and computer labs.

## LEARNING CENTERS

The Internet Essentials Online Learning Center ([Learning.InternetEssentials.com](http://Learning.InternetEssentials.com)) is provided in both English and Spanish. In addition, Comcast has provided more than \$1.8 million in grants to create 14 Internet Essentials Learning Zones in 9 states, spread across 24 cities, provided in 110 partner organization locations. Our networks of nonprofit partners work together to enhance public Internet access and to increase family-focused digital literacy training, with the goal of creating continuums of connectivity.





# Creating Awareness of the Program

One step in getting the word out about Internet Essentials is to advertise through a variety of more traditional marketing channels. Public Service Announcements, print collateral, and earned media on a number of channels provide critical information about the program in a variety of languages. These efforts direct customers online or to call centers where we take the first steps toward connecting them to low-cost internet.



## NUMBER OF PSA SPOTS AND VALUE OVER THE PROGRAM'S LIFETIME

 **\$110 MILLION**

Broadcast more than 8.5 million public service announcements, valued at \$110 million.

# Collateral

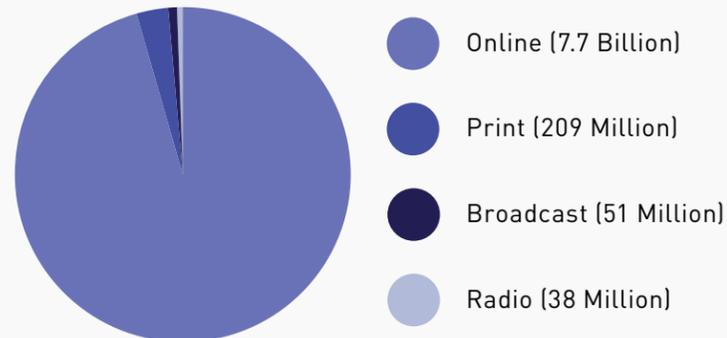
NUMBER OF PRINT PIECES DISTRIBUTED OVER THE PROGRAM'S LIFETIME



SOURCE: INNERWORKINGS THROUGH JUNE 2016

## EARNED MEDIA

NEARLY 8 BILLION EARNED MEDIA IMPRESSIONS OVER THE PROGRAM'S LIFETIME



## DISTRIBUTION

Since 2011, Comcast has distributed nearly **53 million** pieces of collateral in 14 languages, including English, Spanish, Somali, Chinese, Korean, and Russian. Materials are distributed by our partners—community-based organizations, school districts, libraries, government agencies, and federal, state, and local elected officials.

Being able to find a better job is essential.

51%

OF CUSTOMERS SAID INTERNET ESSENTIALS HELPED THEM OR SOMEONE ELSE IN THEIR FAMILY FIND A JOB



# Creating Partnerships to Boost Our Efforts

Closing the digital divide takes nothing short of a movement. Because traditional marketing tactics alone are not sufficient, we created a grassroots campaign, focused on meaningful partnerships to connect with the communities we hoped to help.

Comcast has used its infrastructure and capacity to build a diverse network of over 9,000 community partners, including schools and school districts, libraries, community-based organizations, elected officials, and businesses. All who understand the importance of bringing the internet home.

## WORKING WITH OUR PARTNERS

Comcast and our partners have hosted over 2,000 community events and stakeholder briefings. Through these activities, Comcast employee volunteers (known as Internet Essentials Ambassadors) have reached and distributed program information to nearly 1 million individuals.

## PARTNERING WITH THE COMMUNITY

Since 2011, Comcast has provided \$300 million in cash and in-kind donations for digital literacy training reaching 4.4 million individuals. This critical community service focuses on overcoming the skills gap necessary to ensure widespread adoption of internet at home.

## PARTNERING WITH SCHOOLS

Collaboration with our school partners is critical in raising awareness of the program with families. Through thousands of back to school nights, millions of program materials shipped directly to schools at no cost, and countless meetings with parents, our school partners have been simply phenomenal in helping to get their students connected to the internet at home.

## CONNECTHOME COLLABORATION WITH HUD

In July 2016, Comcast and the U.S. Department of Housing and Urban Development (HUD) took a historic step to close the digital divide in America. Through HUD's ConnectHome initiative, HUD public housing and HUD-assisted residents living in Comcast's service area are now eligible to apply for Internet Essentials. Including homes covered by Comcast's initial pilot public housing expansion announced in March 2016, an estimated 2 million

HUD-assisted homes, including Public Housing, Housing Choice (Section 8) Voucher, and Multifamily programs, now have access to Comcast's low-cost internet service. This was the ninth time in five years Comcast has expanded eligibility for Internet Essentials. This was the first time, nationally, that households without school-age children were able to apply for Internet Essentials.



## ADAPT & IMPROVE



# Reaching Out to New Communities

We've always used a try, test, restructure, and try again approach to grow the Internet Essentials program. This is especially important when working with new partners in pilot programs. It's that process that ensures we are always learning, growing, and evolving as a program.

## PILOTS

In 2015, Comcast launched two new pilot programs to adapt and improve the program to further close the digital divide—one for low-income seniors and one for low-income community college students. Over the last decade, low-income older adults have adopted home internet at a much slower pace than most other populations because many seniors lack digital literacy skills and face financial and physical challenges. We targeted low-income seniors by partnering with organizations like the Urban League, OATS, and departments of aging

and adult services to offer computer-training classes designed specifically for seniors. Our program also targets low-income community college students who receive Federal Pell Grants—the same population that fills middle-skill jobs—because research found that this population struggles to complete an associate's degree. Through these pilots, we have expanded our partnerships and helped 2,500 more households cross the digital divide in less than one year.



# On a Mission to Connect Everyone

Five years ago, we launched Internet Essentials in an unprecedented effort to connect more Americans to an essential part of everyday life—the internet. Internet Essentials is now the largest, most comprehensive, and most successful high-speed internet adoption program for low-income Americans in the country.

Although we've made tremendous progress narrowing the digital divide, we have much more work to do. As we look ahead, our goal is to connect the unconnected and provide them with the tools and training they need to connect to a world of knowledge and opportunity.

WE HOPE TO STRENGTHEN THE MOMENTUM  
MOVING FORWARD WITH THREE GOALS IN MIND:

1. Connecting the unconnected in under-served communities
2. Engaging new partners
3. Growing the internet adoption rate through digital literacy training

We hope you continue to support our effort to provide equal access to all by narrowing the digital divide.



# Acknowledgements

**SENIOR EXECUTIVE LEADERSHIP** To our company’s senior executive leadership, whose passion for using technology to help the communities we serve is simply unmatched. Thank you for your support and for embracing this program to bridge the gap between policy and practice, and ensuring that the promise of Internet Essentials could become a reality.

**“THE FOUNDERS”** Launching Internet Essentials across our service area was an incredible organizational feat, as no company had ever attempted an initiative of this size and scope. Our sincerest gratitude goes to the leaders and teams who were there from the very beginning, as well as those who continue to move us forward.

## COMCAST CABLE LEADERS AND TEAMS

Thank you for taking us under your wing and helping us evolve into the most high-performing team that we can be. Your support and leadership is integral to the growth and success of this program.

## COMCAST FIELD LEADERS AND TEAMS

To the hundreds of Comcast employees on the ground every day advocating for this program and the communities we serve. You are truly the lifeblood of this program. Thank you for your unyielding dedication and energy—none of this would be possible without you.

## AND ALSO...

To the Philadelphia team charging hard every single day to make a meaningful difference in the lives of our customers. Your unrelenting commitment provides the foundation for our mission to get everyone connected, online and at home.

# Joy is essential.

