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We should all be connected.

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OUR #1 COMMUNITY INVESTMENT PRIORITY

Internet EssentialsTM 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. 500K

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

Larger than the populations of

96 of the

cities in America

500,000 FAMILIES REACHING 2 MILLION AMERICANS

Families Connected

2012 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

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.

Families whose children attend schools with at least 50% of the student population eligible for the National School Lunch Program are automatically approved when they apply for Internet Essentials.

Comcast 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.

BUILDING DIGITAL COMMUNITIES

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

40 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

Or

Employee

Ambassadors

Partners

1,500

9,000

48,000 Schools

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

3.2 million people reached through online and in-person trainings

7 million public service announcements, valued at more than $90 million

46 million Internet Essentials program materials distributed

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22

2

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from Comcast

2012 2013 2014 2015

Families Connected

500K

20132012

Improved Technology

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Streamlined Enrollment Process

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Increased Eligibility

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