

Internet Essentials is the nation's largest and most comprehensive high-speed Internet adoption program for low-income households. The program has connected substantially more low-income Americans to the Internet than all other similar programs combined.

Internet Essentials has been designed as a comprehensive, wrap-around program to address each of the major barriers to broadband adoption. It provides low-cost Internet service for \$9.95 a month; the option to purchase an Internet-ready computer for less than \$150; and access to free digital literacy training in print, online, and in person.

In seven years, Internet Essentials has connected more than six million low-income Americans, in 1.5 million households, to high-speed Internet service at home. After 11 expansions of eligibility, the program is now available to households with school-age children eligible for free and reduced price lunches, all households living in HUD-assisted housing (including Public Housing, Housing Choice Vouchers, or Multifamily), low-income veterans, and, in select markets, low-income senior citizens and community college students.

Since the program's inception in August 2011, the company has made more than 35 key enhancements, including 11 eligibility expansions, and:



Increased speeds four times in six years: Starting last fall, customers get up to 15 Mbps of download speeds and 2 Mbps of upload speeds. This increase improved streaming quality in the home (15 Mbps is 3 times the speed necessary to view a high definition video), especially when multiple devices are connected to the Internet at the same time.



Added free in-home WiFi: Customers can connect any Internet-enabled device, such as tablets or smartphones, in their homes, which could help them save money on their monthly wireless bills.

Extended access to XFINITY WiFi hotspots: Internet Essentials customers can enjoy 40 hours of free out-of-home WiFi access per month to the company's growing network of 19 million Xfinity WiFi hotspots.



Streamlined enrollment process: All families whose children attend schools where 40 percent or more of the students participate in the National School Lunch Program, as well as public housing residents, can use a streamlined application for Internet Essentials without having to submit additional verification documentation.



Reflected our diverse communities: English and Spanish-speaking families may call our dedicated in-language call centers. Customers can also apply online in English, Spanish, Arabic, Cantonese, Mandarin, Russian, and Somali at InternetEssentials.com. Materials for Internet Essentials are available in 14 languages, including English, Spanish, Somali, Chinese, Korean, and Russian.

Internet Essentials Investments

Comcast has partnered with tens of thousands of community-based organizations, libraries, school districts and schools, government agencies, and federal, state, and local elected officials to help families cross the digital divide. Through the end of June 2018, Comcast has:

- Invested more than a half a billion dollars in cash and in-kind support to fund digital literacy training and awareness, reaching more than 8.5 million people through national and local nonprofit community partners.
- Sold more than 85,000 subsidized computers at less than \$150 each.
- Broadcast more than 12 million public service announcements, valued at more than \$140 million.

Customer Research:

We survey our Internet Essentials customers about their experiences. Here are some key results:

- More than 90 percent of customers are highly satisfied with the program, 92 percent say they would recommend the program to friends and family, and 84 percent already have.
- 98 percent of families are using their service for schoolwork.
- 93 percent of families feel their service had a positive impact on their child's grades.
- 62 percent feel their service helped someone in the household locate or obtain employment.

Eligibility

Eligible Households must have at least one child who is eligible for the National School Lunch Program, receive HUD housing assistance, or have a low-income veteran receiving state and/or federal assistance. Additionally, households must:

1. Live in an area where Comcast Internet Service is available
2. Not have subscribed to Comcast Internet within the last 90 days
3. Not have outstanding debt to Comcast that is less than one year old