

Peter M., 14, Chicago, IL  
Dakota P., 13, Philadelphia, PA



# Ready for anything

Internet Essentials<sup>SM</sup> from Comcast has provided high-speed home internet to more than 6 million low-income Americans. So they're ready for anything.

  
COMCAST  
NBCUNIVERSAL



“

We are at our best when we use the power of connection to make the world a better place.

David L. Cohen, Senior Executive Vice President and Chief Diversity Officer

“

I'm ready to do  
what no one in  
the world has  
done before.

Tommy C., 18  
Miami, FL



Tommy C., 18  
Ready to break every  
record in the book.

Our company is fully committed to building better connections. We do this through incredible technology and entertainment that connects millions of people to the moments and experiences that matter most. But we know we are at our best when we use the power of connection to make the world a better place.

In 2011, we launched Internet Essentials, our signature high-speed internet adoption program for low-income families. The program is the nation's largest and most comprehensive broadband adoption program and the company's number one community impact initiative.

We are extremely pleased to report that through June 2018, Internet Essentials has connected more than 6 million low-income Americans (in 1.5 million households) to the internet at home.

Over the past seven years, we've made more than 35 enhancements to the program, including 10 expansions of eligibility. 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.

This year, we are proud to expand eligibility for the program an 11th time to include low-income veterans. This expansion, the second largest in the history of the program, will allow those who have dedicated their lives to service to connect with the resources they need to manage and confront issues they may face, and find solutions that can change their lives. We are thankful for the collaboration and commitment of our thousands of nonprofit, school district, and civic partners.

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

We have made tremendous progress in closing the digital divide, and our resolve strengthens with each passing year. We invite everyone who shares that vision to work with us to create even more opportunities in the years ahead.

Sincerely,

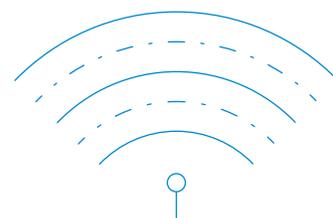


**DAVID L. COHEN**

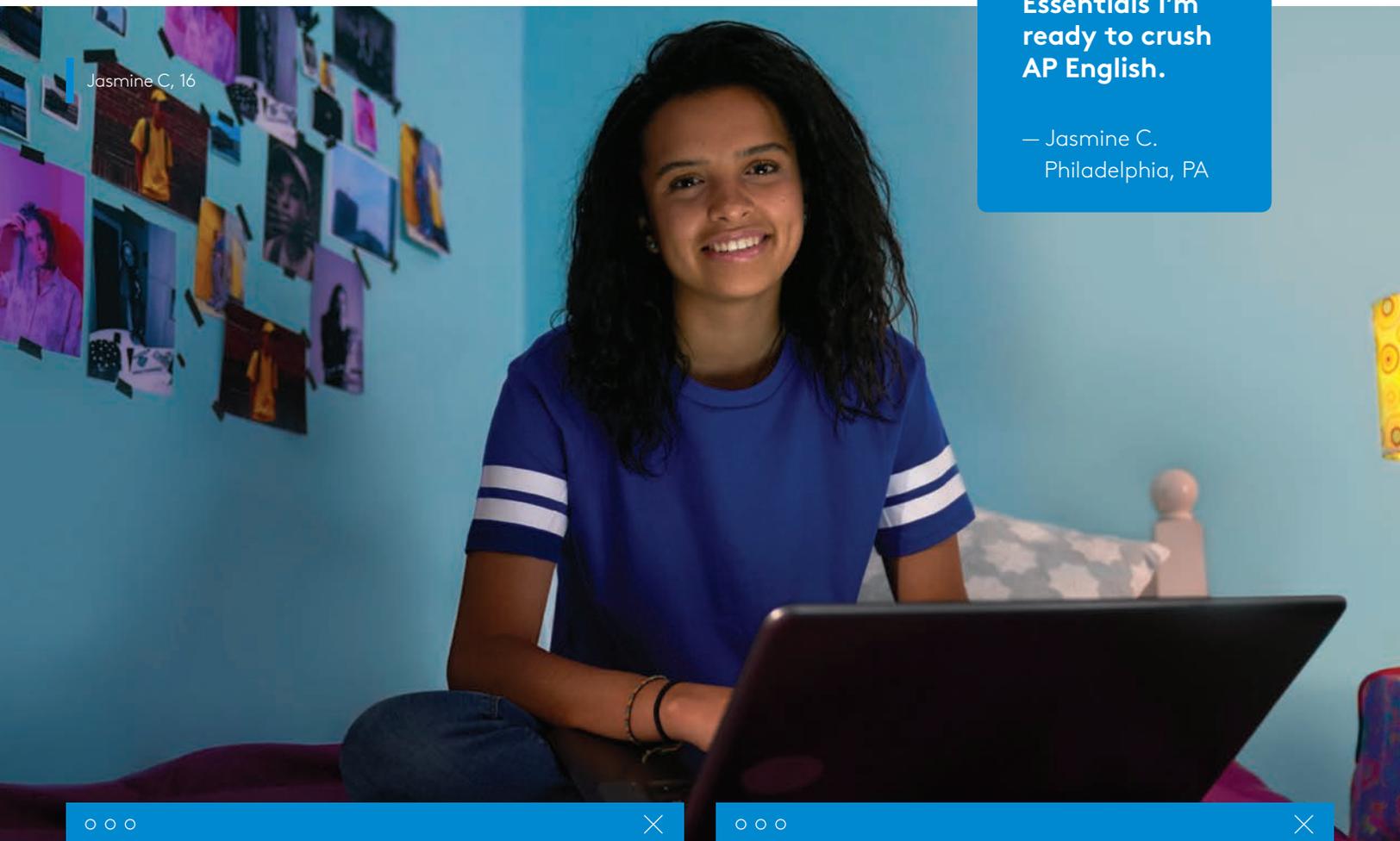
Senior Executive Vice President and Chief Diversity Officer

## BROADBAND ADOPTION ACROSS AMERICA

Connection is essential for everyone. That's why we created Internet Essentials, so that every American across Comcast's service area has equal access to the opportunity a home internet connection offers.



“  
**With Internet Essentials I'm ready to crush AP English.**  
— Jasmine C.  
Philadelphia, PA



○○○ ×



1 in 4 American households does not have an Internet connection at home. Disproportionately, low-income households, people of color, and older adults are those most left behind.

○○○ ×



While 93% of households making more than \$75,000 annually have an in-home internet subscription; only 53% of households making less than \$30k annually do. **That 40-percentage point gap is the digital divide.**



## A COMPREHENSIVE APPROACH TO DIGITAL INCLUSION

Internet Essentials is about far more than bringing high-speed internet into a home: it's about designing and delivering a program that meets people where they are, in their own language, on their own time. It's about raising awareness of the value and relevance of an internet connection. It's about empowering people to take advantage of the internet's massive potential to transform lives. It's about providing affordable equipment that enhances the online learning process. It's about innovatively addressing barriers to broadband adoption.

And most importantly, it's about what we've been able to do for millions of Americans.

### Broadband Adoption

Comcast provides affordable, high-speed internet to low-income households across Comcast's service area.



### Awareness & Training

Comcast works with a network of partners to offer free in-person, online, and printed digital literacy training materials and classes.



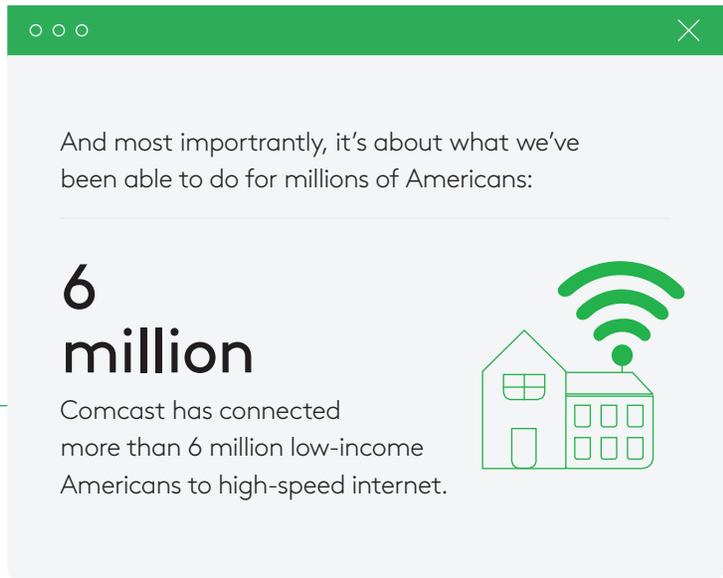
### Equipment

Internet Essentials customers can purchase a subsidized computer pre-loaded with Norton Security Suite, Microsoft Windows 10 Professional, and Microsoft Office Home & Business 2010.



## BROADBAND ADOPTION

We've made tremendous progress toward closing the digital divide. In seven years, we've connected more than six million low-income Americans to the internet, more than 90 percent of them for the first time. We connect people to more opportunities by offering low-cost, high-speed internet at home and on the go for less than \$10 per month plus tax – no additional fees attached.



And most importantly, it's about what we've been able to do for millions of Americans:

**6 million**

Comcast has connected more than 6 million low-income Americans to high-speed internet.



**Latino**  
55% of Internet Essentials customers are Latino

**Female**  
75% of Internet Essentials households are headed by women

**Racially Diverse**  
80% of Internet Essentials customers are people of color



Siblings: Cypress, 13, and Jasmine C., 16  
Philadelphia, PA



## EQUIPMENT

An internet connection needs the right device. That's why we offer a **low-cost computer** option, at less than **\$150**. Internet Essentials customers can choose between an internet-ready desktop or laptop computer pre-loaded with the software applications needed to get households up and running in a smart and safe way.



**85K**  
computers

Comcast has provided 85,000 low-income Americans with affordable subsidized computers.



**6,000**

Comcast has donated over 6,000 internet-ready computers to low-income households and community based organizations since 2015.



## AWARENESS & TRAINING

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# 18

Since October 2017, 18 Attorneys General have partnered with Comcast to make the internet a safer place.

# \$550 million

Comcast has invested \$550 million in digital literacy training and awareness since 2011, reaching more than 8.5 million people.

# 2 million

Our online learning center has hosted more than 2 million learning center visitors where users access more than 150 training videos, guides, and reports.

Understanding the transformative power of the internet at home is a critical step to getting people connected and accomplishing their dreams and goals. We have dedicated countless hours to raising awareness through community outreach and events, distributing free materials, and supporting a network of tens of thousands of partners who share the vision of bringing the internet to the un-connected.

But we don't stop there: **Internet Essentials provides the tools and resources for individuals to learn how to apply their technology skills to improve their lives in a safe way.** While the internet alone does not level the playing field, it's a powerful engine when paired with robust and well-designed digital skills training and support that take place in person or online. With our online learning center, everyone can access free digital content and courses that prepare them to be ready for anything.



Esaiiah W., 14  
Baltimore, MD

### Program Materials:

**Nearly 62** million pieces of collateral have been sent at no cost to partners

### PSAs aired:

**12** million valued at \$140 million

### Ambassadors:

**2,300** employee volunteers devoted 14,000 hours in 2017

## MAKING AN IMPACT

With Internet Essentials, families are changing their lives for the better. Kids are ready to connect to educational resources, parents are ready to search for better jobs, and families everywhere are ready to stay in the know. Now Internet Essentials families are ready for anything.

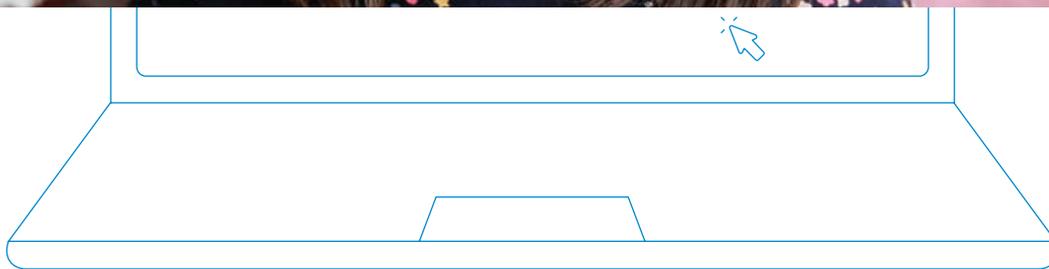


With Internet Essentials I'm ready to become the next Top Chef.

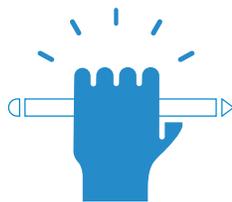
— Vlada D.  
Philadelphia, PA



Vlada, 8  
Ready to be a chef.



**90%** use it everyday or almost everyday



**98%** use the service for schoolwork



**93%** have seen a positive impact on their child's grades



**62%** said the service has helped them or someone in the family find a job

## INNOVATING TO CHANGE THE FUTURE

At Comcast, a commitment to veterans and support for the military community is one of our core values. That's why we've expanded eligibility for Internet Essentials to one million low-income veterans in our service area. This expansion will allow those who have dedicated their lives to service to connect with the resources they need to manage and confront issues they may face, and find solutions that can change their lives.

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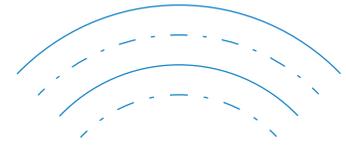
Having Internet Essentials at home means I can balance spending time between my studies and my girls.

— Josh D., Navy Veteran  
Fresno, CA

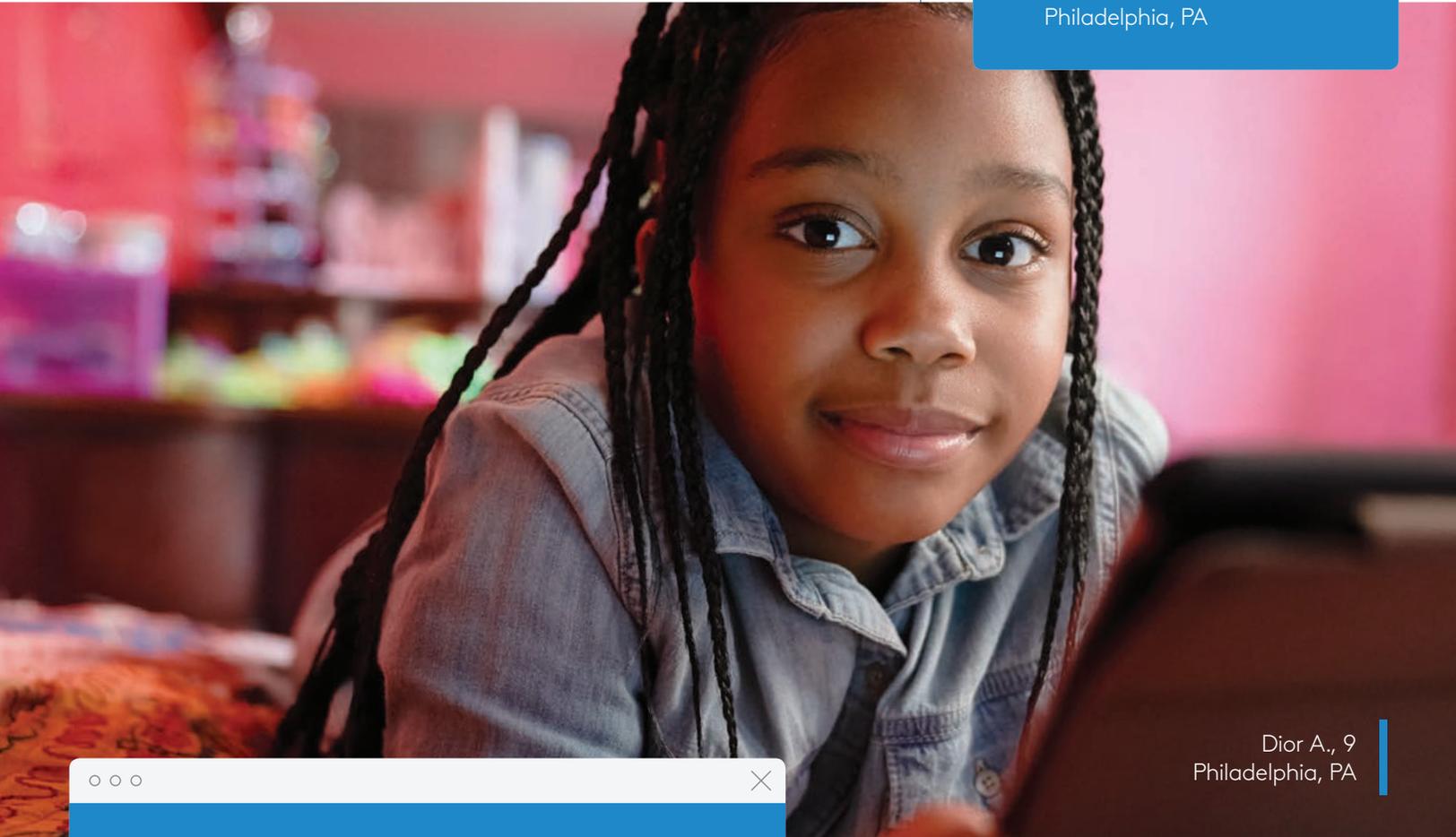


Josh D., 36

Seven 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. As we look ahead, our goal is to connect the unconnected and provide them with the tools and training they need to connect to be ready for anything.



“  
**Is the world ready for me?**  
— Dior A.  
Philadelphia, PA



Dior A., 9  
Philadelphia, PA

1-855-8-INTERNET (1-855-846-8376)  
1-855-SOLO-955 (1-855-765-6995)  
[InternetEssentials.com](http://InternetEssentials.com) | [es.InternetEssentials.com](http://es.InternetEssentials.com)

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