

Internet» essentials

FROM COMCAST

Internet Essentials is the nation's largest and most successful broadband adoption program, connecting a cumulative total of more than 10M low-income Americans to the power of the Internet at home, a WiFi enabled device, and access to free digital skills training. Internet Essentials is backed by Project UP, Comcast's 10-year \$1B commitment to advance digital equity and build a future of unlimited possibilities.


COMCAST





Al Roker of NBC and TODAY surprises Digital Harbor High School Principal Swinton-Buck and students with free laptops and Internet Essentials service during Sunday Night Football (September 2021.)

TABLE OF CONTENTS

Letter from Broderick Johnson 2

Digital Divide in the United States 4

Program Impact 6

Program Timeline 8

Our Blueprint for Success 10

Refining Our Approach 13

Project UP 30

What’s Next..... 31

Appreciation 33

Letter from Broderick Johnson

Just over 10 years ago, Comcast began an unprecedented journey to help connect under-resourced and unconnected Americans to the life-changing power of the Internet.

At one of our earliest Internet Essentials events, we were joined by the legendary civil rights leader Congressman John Lewis, who said that “availability and access to the Internet is the civil rights issue of the 21st century.” We stood with late Congressman Lewis then, and we are proud to stand now with those who are devoting their time, energy, and resources to achieving digital equity.

10M

low-income Americans
connected to Internet
Essentials cumulatively
since the launch of the
program in 2011

A decade of hard work and partnerships with thousands of nonprofits and community leaders has seen Internet Essentials grow to become the largest, most comprehensive, and most successful private-sector high-speed broadband adoption program for low-income Americans. Since launching in 2011, we have connected a staggering cumulative total of more than 10 million low-income Americans to the Internet at home.

As technology advances, the urgency of being connected is only increasing. Connection enables millions of children to stay plugged in to their school; furloughed workers the chance to learn new skills; families to exercise online, in the comfort of their own homes; doctors and patients the ability to share critical information using telemedicine; and proud parents the opportunity to introduce a newborn to family on the other side of the country or the world.

In 2020, we established our award-winning “Lift Zones” initiative to complement our Internet Essentials program. Working with our network of thousands of non-profit partners and city leaders, we launched more than 1,000 Lift Zones during 2021. Lift Zones provide free, robust WiFi in community centers to support students who, for a variety of reasons (including homelessness or housing insecurity), are simply unable to participate in distance learning at home. Lift Zones also serve diverse adult populations, as they enable access to hundreds of hours of free digital skills training for remote work, telehealth services, and more.

Looking ahead to the next 10 years, we are committed to expanding our impact through Project UP, our comprehensive initiative to advance digital equity and help build a future of unlimited possibilities. Backed by a **\$1 billion commitment to reach tens of millions of people**, Project UP encompasses the programs and community partnerships—including Internet Essentials and Lift Zones—across Comcast, NBCUniversal, and Sky that connect people to the Internet, advance economic mobility, and open doors for the next generation of innovators, entrepreneurs, storytellers, and creators.

As we continue to make substantial investments in digital equity through our own initiatives, we are also grateful for, and proud to participate in, the federal government’s massive investments in broadband access and adoption. Through the Infrastructure Investment and Jobs Act (IIJA), the government aims to improve broadband Internet access in rural areas, make broadband more affordable for lower-income households across the U.S., and promote broadband adoption initiatives like digital navigator programs.

We know families face many complex barriers to broadband adoption, including lack of awareness and digital skills, housing insecurity, distrust, and more. We pledge to bring the knowledge, experience, and best practices learned from the Internet Essentials program to the rollout of IIJA to support our thousands of non-profit partners, communities, and local governments, and to other ISPs looking to bring the transformative power of the Internet to low-income homes across their service areas.

We are committed to this because connection is at the core of Comcast’s corporate purpose, and it is at the heart of what we do. We pledge to honor that commitment, connecting the people who need it most to unlimited possibilities.

Sincerely,
Broderick Johnson
Executive Vice President
Public Policy & Executive Vice President, Digital Equity
Comcast Corporation



Project UP is our comprehensive initiative to advance digital equity and help build a future of unlimited possibilities



Digital Divide in the U.S.

For more than a decade, Comcast's unwavering commitment to spreading awareness about the benefits of a home connection and the skills to take advantage of the world of opportunity the Internet provides. We are steadfast in our support of the federal government's recently formed subsidy programs like the Affordable Connectivity Program (ACP) and the Emergency Connectivity Fund (ECF). These programs, along with others in the Infrastructure Investment Jobs Act, will continue to make a considerable impact on the digital divide in the years to come.



¹Internet/Broadband Fact Sheet. Pew Research Center, April 7, 2021.



Comcast teamed up with one of the company's Lift Zones and the Sacramento City Unified School District to host a drive through laptop giveaway where more than 1,000 laptops and school supply kits were distributed to residents in Sacramento.

Here at Comcast, we've worked for more than a decade to encourage all households to take advantage of the benefits of a home broadband connection. With focused attention from city, county, and state partners, nonprofits, and the federal government, collectively, we have made tremendous progress. Prior to the pandemic, in our service area, 40% of the growth in broadband adoption among low-income households with school-age children could be attributed to the Internet Essentials program.¹ And just since March of 2020, programs to enable distance learning during the pandemic reduced the number of students without home broadband service by 25%.² Yet, the digital divide persists. While fewer than 3% of Americans lack access to fixed terrestrial broadband,³ 23% do not currently subscribe.⁴ In other words, while availability gaps remain in rural areas, the larger, more significant driver of the digital divide is the broadband adoption gap.

¹Zuo, G. "Wired and Hired: Employment Effects of Subsidized Broadband Internet for Low-Income Americans." *American Economic Journal: Economic Policy*, August 2021.

²"The U.S. K-12 Digital Divide Has Narrowed, but Must Close to Eliminate Risks to Students and the Economy." *Common Sense Media*, 26 Jan. 2021.

³FCC Broadband Map data as of Dec 2020

⁴Internet/Broadband Fact Sheet. *Pew Research Center*, April 7, 2021.

Program Impact

Since March 2020, we have worked harder than ever to bring even more fresh solutions to an old challenge. At the start of the pandemic, we rapidly innovated to launch our Internet Essentials Partnership Program (IEPP) and Lift Zones initiatives, providing vital access to school, work, financial resources, healthcare, and more. As the pandemic persists, we have connected and continue to connect low-income Americans through Internet Essentials, the Emergency Broadband Benefit, the Affordable Connectivity Program, the Emergency Connectivity Fund, IEPP, and Lift Zones.

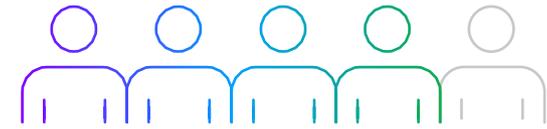
41%

of Internet Essentials customers say that without Internet Essentials they would only have an Internet connection over their mobile phone and...



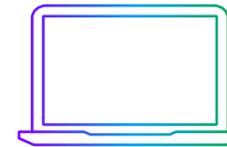
23%

say they wouldn't have Internet at all



80%

of Internet Essentials customers did not have broadband Internet prior to signing up for the program



200k

devices subsidized or donated since 2011, including...

35k

Laptops Donated

during the pandemic alone

LIFT ZONE/HGTV PARTNERSHIP

In 2021, Comcast and home improvement channel HGTV partnered to bring hosts Ben and Erin Napier's "Home Town Takeover" treatment to three Lift Zones: Girls, Inc., Atlanta; Boys & Girls Club of Metro Baltimore—Brooklyn Club; and Inukai Boys & Girls Club in Hillsboro, OR. The partnership worked to rebuild spaces and amplify community spirit with HGTV donating \$150,000 toward the revitalization of the Lift Zones. HGTV also commissioned artists to create inspirational murals in each of the selected cities.



Program Timeline

Since 2011, Comcast has worked closely with our community partners to enhance the Internet Essentials program in meaningful ways and expand the program's eligibility more than a dozen times, without ever increasing the price of the service. The COVID-19 pandemic brought many more partners into the digital equity space. And for the first time, a large-scale national effort with federal support for connectivity—including both access and adoption through the IJJA—signals a faster end to the digital divide. Through Project UP, we are committed to continue advancing digital equity within the communities we serve.

2011-2019

- Program launch for public-school students receiving free lunch
- Extended the program indefinitely, beyond initial three-year commitment
- 12 Eligibility expansions
- 4 Speed increases
- 6 Application enhancements
- Offered free in- and out-of-home WiFi for customers
- Launched free online Learning Center
- Launched option to purchase subsidized, low-cost devices
- Cumulative total of 8 Million low-income Americans connected



2020

- Convened 2 Internet Essentials Impact Summits (see page 27)
- Implemented key COVID-19 response measures
 - 60 days free service for new Internet Essentials customers
 - Increased speeds to 25/3 Mbps
 - Launched the Internet Essentials Partnership Program (see page 22)
 - Launched award-winning Lift Zones initiative (see page 24)



PROGRAM ENHANCEMENTS



14

expansions of eligibility (available to all who qualify for the Affordable Connectivity Program and more)



17

enhancements to quality and value of the service (including speed, in- and out-of-home WiFi, computer options)



20+

product innovations (including improving our streamlined application process and supporting organizations using the Emergency Connectivity Fund)



12

innovations in digital literacy (including the creation of 1,000+ Lift Zones, \$100M Digital Equity Fund, Cybersplash)

2021

- Celebrated 10 years of advancing digital equity
- Launched Project UP, our 10 year, \$1B commitment to advancing digital equity
- 2 speed increases, 50/10 Mbps
- Introduced Internet Essentials Plus with speeds of 100/10 Mbps
- Expanded eligibility to Federal Pell Grant recipients
- Fully participated in federal Emergency Broadband Benefit (EBB)
- Connected all 1,000+ Lift Zones two years ahead of schedule
- Committed to install an additional 250 Lift Zones by end of 2022
- Convened third Internet Essentials National Impact Summit
- Committed to install up to 100 Lift Zones inside veteran-serving organizations



2022

- Launched full participation in federal Affordable Connectivity Program (ACP)
- Expanded eligibility to include all ACP participants
- Expanded ACP offers with Internet Essentials Plus and Xfinity Mobile bundle
- Lift Zones awarded People's Choice in SXSW 2022 Innovation Awards
- More to come...



Our Blueprint for Success

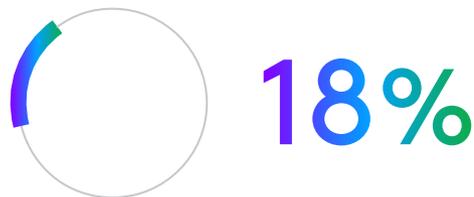
Internet Essentials has always strived to bring more than high-speed Internet into the home. From the beginning, we designed our program to address what comprehensive and consistent research has told us are the three main barriers to broadband adoption: 1) a lack of perceived need for or interest in (and even fear of) the Internet, mostly stemming from limited digital skills, 2) not having a functional computer, and 3) the cost of a monthly service subscription. These factors, coupled with a lack of awareness of low-cost offers and free government subsidies, **are focus areas for Comcast's digital equity strategy.** We continue to rely on external research, as well as sponsoring and conducting our own, to expand our understanding of these complex and evolving issues.

A Comprehensive Approach

According to a 2021 U.S. Census and NTIA Internet Use Survey, the top reasons people do not subscribe to Internet at home include:



Lack of need for, interest in, fear of the Internet



Cost of the monthly service



No computer, inadequate equipment

To address these barriers, **Comcast designed Internet Essentials as a holistic solution that includes:**



Awareness & Training: We work with a network of partners to offer free in-person, online, and printed digital literacy training materials and classes.



Low-Cost & Free Service: We provide low-cost, high-speed broadband to low-income households across our service area. Customers can choose between two speeds of service: 50/10 Mbps for \$9.95 + tax or 100/10 Mbps for \$29.95 + tax. Both tiers are free when customers apply their \$30/month Affordable Connectivity Program credit.



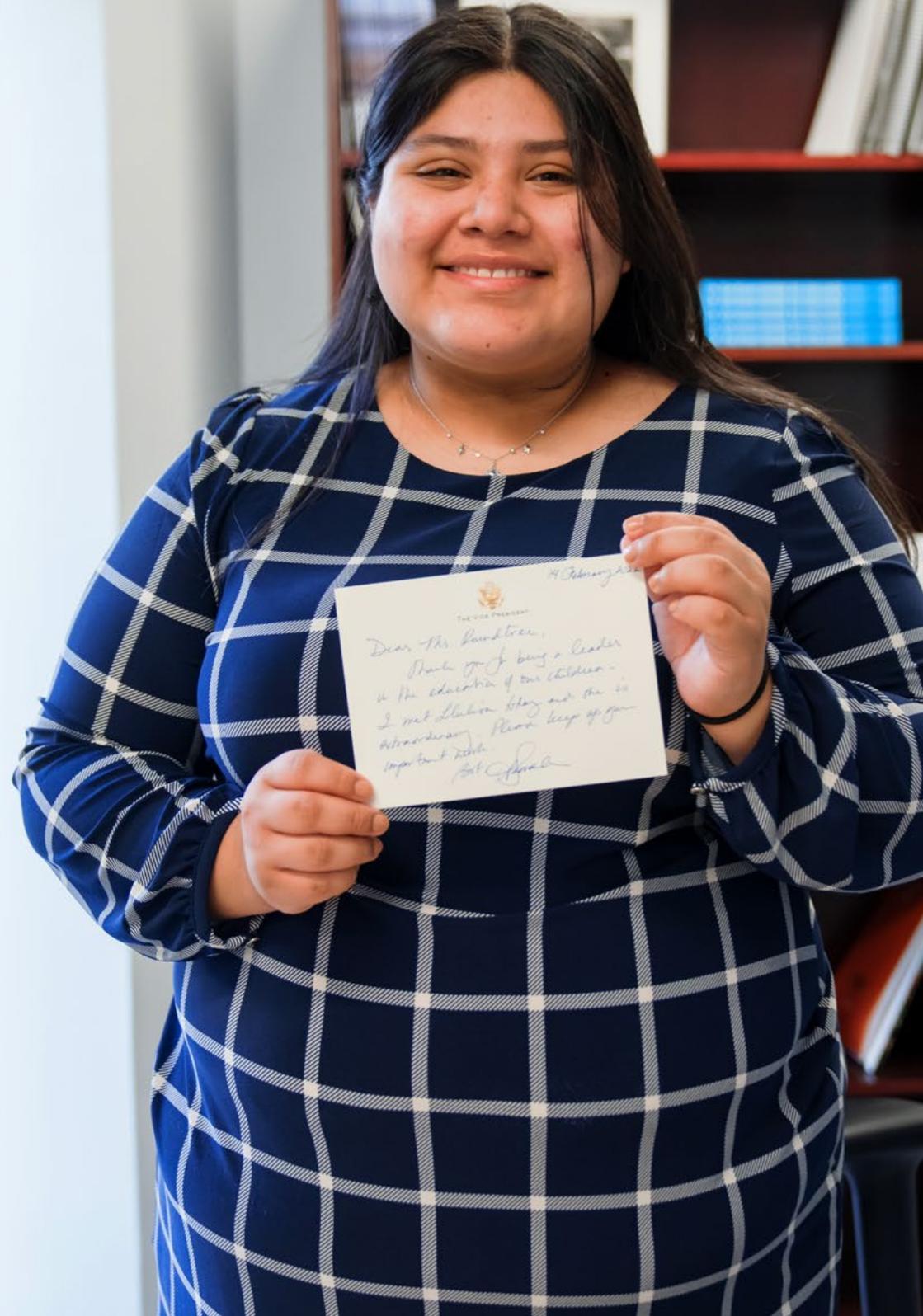
Equipment: Internet Essentials customers can purchase a new, heavily subsidized and discounted computer for less than \$150 through our partnership with Dell Technologies, Inc.

Affordable Connectivity Program

The Affordable Connectivity Program (ACP) is a permanent extension of the federal government's Emergency Broadband Benefit (EBB) program designed to help low-income households connect to the Internet. Comcast participated in the EBB program since its inception in May 2021 and is proud to continue participating in ACP. Through EBB, current and new Comcast Internet customers with verified eligibility were able to receive a monthly credit of up to \$50 per month (up to \$75 in Tribal lands) toward their Internet service and leased Internet equipment. With ACP, this credit is now up to \$30 per month (\$75 in Tribal lands) for households enrolling in the benefit.

MEETING THE VICE PRESIDENT—LLULISA

Like many others, the Valdivia family did not subscribe to home Internet prior to the pandemic—they had not felt it was a necessity. As education and work moved online, the Valdivias signed up for Internet Essentials to allow their children, including their daughter Llulisa, to continue excelling in school. And when the federal government’s Affordable Connectivity Program (ACP) became available, the Valdivias quickly applied for the monthly credit that would cover the cost of their home Internet subscription. On February 14, 2022, Llulisa joined Vice President Kamala Harris and other government leaders at the White House to tell her story about achieving her goal of being the first in her family to go to college. There, she spoke of the power of the Internet to connect her to resources that helped her complete her homework and apply to colleges online. Llulisa, who wants to be an immigration lawyer one day, is just one example of millions of people across the country benefitting from access to the Internet through programs like ACP, which offers a \$30/month discount on Internet service.

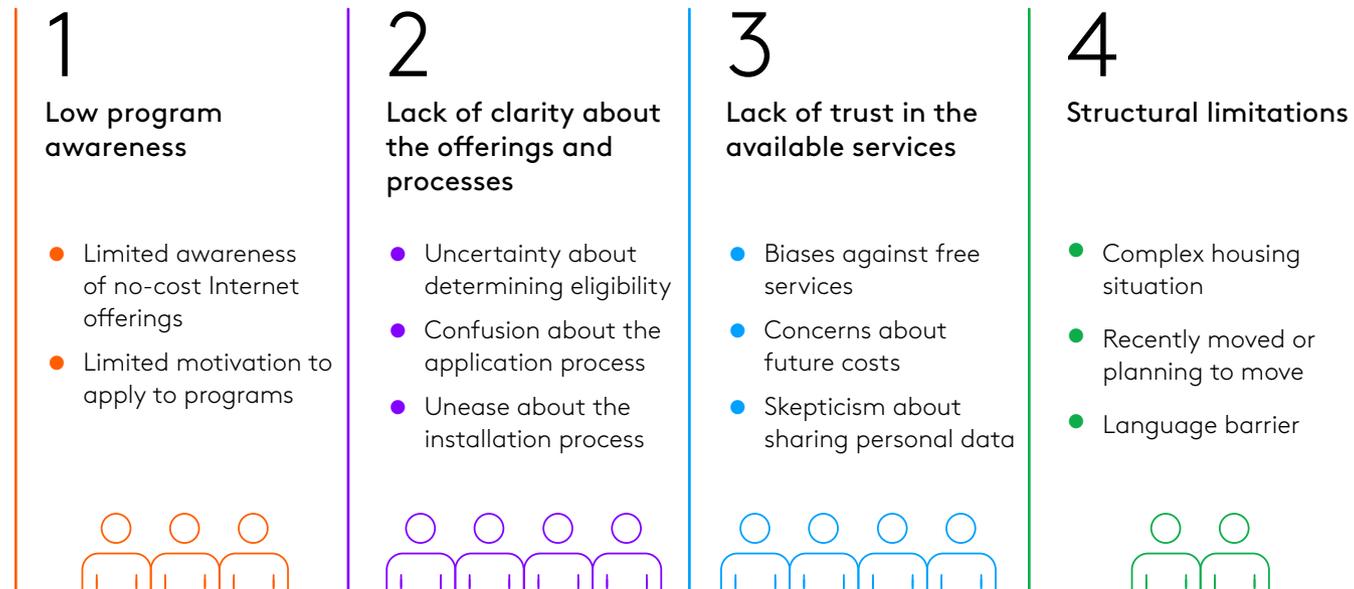


*I will be the first from my family to go to college,
but not the last.*

Llulisa Valdivia

Refining Our Approach

In 2021, we partnered with the Boston Consulting Group to better understand the barriers to broadband adoption, especially when the service was offered for free. Our research found four factors that hinder enrollment in sponsored-service programs:



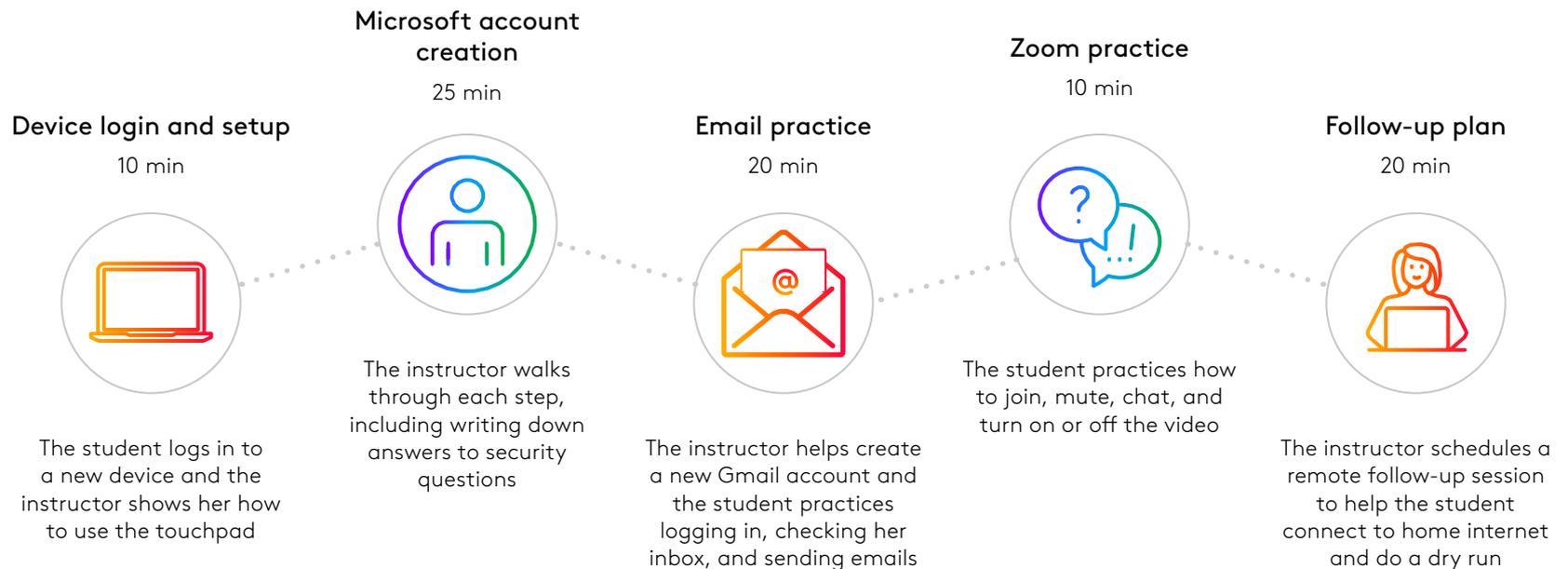
 Eligible households affected (%)

Source: BCG's National Survey on Digital Adoption, January 6-11, 2021.

Overcoming Barriers with Digital Navigators

Just this year, we again partnered with the Boston Consulting Group to take a closer look at the key role our partners play in overcoming these barriers using Digital Navigators. Digital Navigators are individuals who address barriers to adoption with community members through repeated interactions. Our research found that trust and time are key components of successful Digital Navigator programs. Typically, Digital Navigator users require hands-on support from an instructor for more than a single one-on-one session. **Overwhelmingly, Digital Navigator users say their instructors quickly addressed their needs, fixed issues, and provided helpful instruction.**

An Example of a One-on-One Session with a Digital Navigator



Source: Kalmus, Matt. Hill, Hannah. Lee, Jean. Goodchild, Chris. Webb, David. (2022). A Human Approach to Closing the Digital Divide.

While time-consuming, the work done by Digital Navigators significantly impacts adoption barriers, digital usage, and digital comfort for users. Digital Navigators are particularly helpful to individuals who need step-by-step support in the sign-up process, assistance with self-installation kits, and setting up a device. **They are also critically helpful in building comfort with basic digital activities and connecting to the Internet.**



of Digital Navigator users now have Internet or computer / tablet at home



of Digital Navigator users have used more tech, incl. for healthcare, benefits, and jobs



of Digital Navigator users feel more confident or safer using technology¹

Deep Dive:
Digital Usage

% of Digital Navigator users

44% got better healthcare

43% got help with food, rent, etc.

37% got new job/higher income

Source: Kalmus, Matt. Hill, Hannah. Lee, Jean. Goodchild, Chris. Webb, David. (2022). A Human Approach to Closing the Digital Divide.



Comcast and Onward Eugene joined the Project Hope Back-to-School Giveaway in Eugene, Oregon. Comcast donated 150 new laptops to help Lane County-area school kids kick off a successful school year.

Supporting Our Partners to Support Our Communities

Closing the digital divide takes nothing short of a movement. We would not be successful without our network of partner organizations who serve as trusted voices in under-resourced communities. Empowering unconnected Americans to adopt the Internet at home, unlocking pathways to unlimited possibilities, requires a marketing mix and digital navigation. It requires both traditional methods, like direct mail and airing PSAs on TV, as well as grassroots partnerships with local voices like schools, public housing authorities, churches, libraries, social workers, and neighborhood businesses. Comcast teams cultivate these relationships, share outreach materials, host sign-up events that help increase awareness, and support Digital Navigator programs.

Our community partners range from large national nonprofits like the Boys & Girls Clubs of America, the National Urban League, and UnidosUS, to thousands of local nonprofits who not only help promote the program but also form the bedrock of our digital literacy training efforts. Nonprofit partners are supported by a corps of volunteer Ambassadors, Comcast employees who share information about the program with their friends and neighbors, who give their most valuable resource—time—to support their communities.

8.4M

PSAs aired in 2021, valued at more than

\$93M



WEBINARS & PUBLIC AWARENESS: EMERGENCY CONNECTIVITY FUND

Working with the Consortium on School Networking, the National School Board Association, and the American Library Association, Comcast hosted two webinars in 2021 for hundreds of partners to learn about the Emergency Connectivity Fund. Partners had the opportunity to learn about ways they could work with us to help connect students and their families to Internet at home.

REGIONAL SIGNUP EVENT

Partnering with Total Life Prosperity and a regional bank branch, Comcast hosted digital equity and financial literacy events for residents of three Flint Housing Commission facilities, which also serve as Lift Zone partners. During these community engagements, Comcast representatives shared information about Internet Essentials and the Affordable Connectivity Program (ACP) and helped interested community members sign up for both. Comcast and the bank also provided catered meals for all attendees, and the bank shared financial literacy information and resources.

Tens of thousands

of community partners



OATS SENIORS PHONE EVENT IN WASHINGTON, DC; DETROIT; BOSTON

Older Adults Technology Services (OATS), in collaboration with Comcast and 18 local senior-focused organizations, is helping drive broadband and Affordable Connectivity Program (ACP) adoption with Internet Essentials in Washington, DC; Detroit, MI; and Boston, MA through targeted grassroots initiatives. In 2021, OATS organized a virtual resources fair, launched a senior-focused awareness campaign reaching senior centers across Washington, DC, and leveraged its Digital Navigators' helpline to support senior connectivity in Boston and Detroit. In addition, Detroit's Saint Patrick's Senior Center is leveraging a Comcast-sponsored computer lab to help seniors sign up for connectivity and gain new digital skills training.



GOODWILL

Internet Essentials from Comcast is supporting Goodwill Industries International's Workforce Opportunity Accelerator Program in 10 Comcast markets to help drive digital skills training, workforce certification, and Internet Essentials enrollment. Through our partnership, hundreds of individuals will gain the connectivity, skills, and support they need to upskill and obtain new employment in this increasingly digital world. We are also participating in Goodwill's Rising Together Initiative, joining a long list of industry leaders committed to helping support our communities and job seekers with the resources they need to obtain employment.

INTERNET ESSENTIALS AMBASSADORS

Our success closing the digital divide is in large part thanks to the work of our 3,000-plus Internet Essentials Ambassadors, Comcast employees who volunteer their time to share information about Internet Essentials with families who need help connecting to the Internet at home. These amazing teammates spread the word to their neighbors, friends, and customers through outreach at back-to-school nights, church fairs, block parties, and more. To celebrate their hard work, each year we acknowledge four Ambassadors for their commitment and dedication to connecting their communities. To honor these Ambassadors and the great work they are doing in their communities, we surprised each of them with \$10,000 to contribute to a nonprofit organization of their choice.

Nearly

3k

current volunteer
Ambassadors

20k

outreach engagements by
Ambassadors since 2013

OUR 2021 AMBASSADORS OF THE YEAR



Nicole Roma, Community Account Sales Representative, Manchester, NH



Oliver Hoang, Retail Store Manager, Tukwila, WA



Adyna Lungu, Sr. Technician, Customer Experience Strategy & Operations, Headquarters



Antonio Chaidez, Sr. Residential Technician, Installation & Service, McCook, IL

1.3M

unique Learning Center visits
in 2021

200+

videos, courses, and modules
covering from basic digital skills
training to career development and
STEAM curriculum available on the
Internet Essentials Learning Center

Promoting Digital Skills for Digital Equity

Time and again, research has shown how challenging it is to connect the unconnected,¹ as households that do not subscribe to broadband often face a range of challenging and interrelated barriers.

While it may surprise some to learn that many households do not sign up for free Internet service, the fact is people who use the Internet regularly take for granted how challenging it can be. A home broadband connection typically requires some degree of literacy, stable housing, and the digital skills necessary to understand how to safely and efficiently acquire reliable services and trustworthy information from the Internet. The digital divide is more pronounced in communities of color that have been historically disadvantaged, and many unconnected households do not believe that simply getting online offers a better future.

This focus on digital relevancy and digital skills development resonates, as research shows that enrolling in Internet Essentials increases the likelihood that a family will have a child who uses the Internet daily, that parents will use the Internet to be responsive to issues at the child's school, and that the Internet will be used to complete homework.¹

One of the ways that Comcast promotes the development of digital skills in communities is by investing in hyper-local organizations and special projects that build digital literacy skills for today's workforce economy. This work includes increasing basic digital and tech skills; advancing skills in online banking, telehealth, online safety, career development and STEAM; furthering awareness of Internet Essentials; accelerating broadband adoption; expanding workforce training/certifications for adults; and strengthening and forging partnerships to meet local business and community needs, and via Digital Navigator programs.

¹ Horrigan, John B. "Access and Impacts: Exploring how Internet access at home and online training shape people's online behavior and perspectives about their lives." *Technology Policy Institute*, May 2021.



CYBERSPLASH

Since the launch of Internet Essentials, online safety has been an important pillar for our teams and communities. Now more than ever, students are engaging online, and it is paramount that we provide our partners, parents, and young people with the tools they need to stay safe. Comcast's cybersecurity team stepped up during the pandemic and leveraged their expertise, resources, and people to create CyberSplash, a fun online interactive learning module aimed at teaching students necessary online safety skills. The game has been played over 100,000 times online since its launch in February 2021.

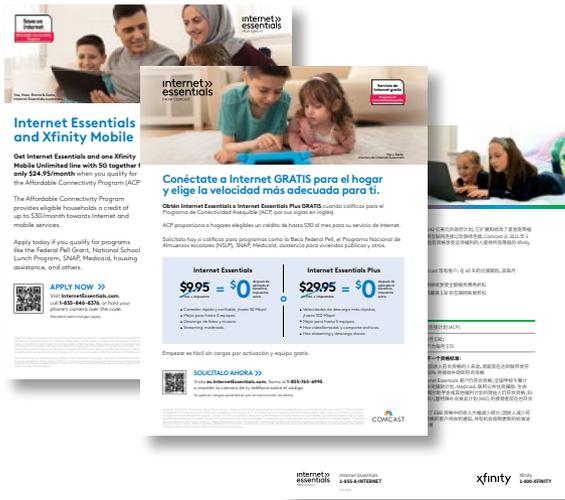


GBH PBS KIDS

Internet Essentials partnered with WGBH Boston to produce a set of online safety videos for kids titled "Search It Up," which were released in 2020. The videos have been viewed more than 13 million times and received two Public Media Awards from the National Educational Telecommunications Association. As an extension of those videos, and in partnership with WGBH, we released an Online Safety Interactive Module for kids using the themes and videos from our series. "Search It Up" educational modules educate kids ages 4–8 on how to safely explore and enjoy the world of smartphones, tablets, sharing, and the Internet. Each education journey is based on a fun, kid-friendly theme (animals, parties, food) and contains content based on the learning goals of online safety, healthy digital habits, technical information, and more.

35

The partner portal offers outreach and training materials in up to 35 different languages, including Arabic, Chinese, and Somali



Building Trust in Communities & Removing Structural Barriers

For many of the communities that find themselves on the wrong side of the digital divide, lack of trust in free or affordable offers is the key barrier. Without community partners serving as advocates, we at Comcast could not move the needle.

In addition to forging strong partnerships with community-based organizations that serve as trusted voices, we have also built trust by consistently communicating the benefits of the program for more than 10 years, including with materials that we co-brand with our partners. Based on the feedback from customers and partners alike, we know this consistency has been a key factor in our success.

To ensure busy households can easily sign up for Internet Essentials, the enrollment process has been streamlined so most applicants are approved within 10 minutes. To meet customers where they are, customers can sign up online or with one of our call center agents, who can provide support in more than 240 languages, including American Sign Language, via our chat feature online, or in our retail centers. We regularly host local sign-up events and empower our partners and their digital navigators with training and materials to support the enrollment process. These tactics help ensure low-income families consistently learn about the benefits of the Internet Essentials program, can easily have their questions answered, and have access to a fast and convenient enrollment process.



7

InternetEssentials.com and the Internet Essentials application are available in seven languages



Comcast donated \$10,000 and 100 laptops to the Boys and Girls Club of South Puget Sound through an existing event hosted by Team Xfinity gaming influencer, Marcel Cunningham.

INTERNET ESSENTIALS PARTNERSHIP PROGRAM

The COVID-19 crisis created an urgent need for a scalable solution to support school districts and partner organizations across the country. Through the Internet Essentials Partnership Program (IEPP), cities, school districts, and community-based organizations can sponsor connectivity for large numbers of low-income students and families to the Internet. In Philadelphia and Chicago, for example, Comcast partnered with cities, school districts, philanthropies, and multiple local institutions to create funds that would ensure every K-12 student has Internet service at no cost.



Comcast is proud to participate in Chicago Connected, Chicago Public Schools' program to connect thousands of low-income students across the city's 77 neighborhoods to broadband Internet service at home. The first and largest program of its kind, Chicago Connected creates a support system for city households by providing free access to high-speed Internet services already available in their neighborhoods. Utilizing Digital Navigators as key components to its outreach strategy, the program has been successful because it brings together the philanthropic community, non-profit and faith-based organizations, Internet Service Providers, and the city to make sure students have the resources they need to succeed in school and participate in an increasingly digital world.

EMERGENCY CONNECTIVITY FUND

The Emergency Connectivity Fund is a \$7.17 billion program funded by the American Rescue Plan Act of 2021 to help schools and libraries support remote learning. The program provides funding to schools and libraries for the reasonable cost of eligible equipment and services for students, teachers, and library patrons who lack connected devices, such as laptop or tablet computers, and/or lack broadband access during the pandemic. Comcast is proud to support connectivity and distance learning capabilities for students, school staff, and library patrons using funding from ECF, through our Internet Essentials Partnership Program (IEPP).

Partner Portal

Our Internet Essentials partner portal empowers nonprofits and volunteers with free digital and printed outreach and marketing materials, in up to 35 languages. These materials include brochures about Internet Essentials, federal subsidy programs, and online safety tips that have been proven to help connect the unconnected, which helps our partners spread digital equity across their communities.



72M

pieces of collateral distributed in up to 35 languages since 2011

Dozens

of outreach and digital skills training materials available

Expanding Free WiFi Access Through Lift Zones

Working with our network of thousands of non-profit partners and city leaders, we launched more than 1,000 Lift Zones during 2021. Our award-winning Lift Zones program complements Internet Essentials and helps those students and individuals who, for a variety of reasons (including homelessness, or housing insecurity), are unable to participate in distance learning from home, but need a place to get online for free.

Lift Zones provide a robust WiFi solution, powered by Comcast Business, inside nonprofits, community centers, gyms, parks and recreation facilities, and even small businesses. Lift Zones not only provide free Internet connectivity, but also access to hundreds of hours of educational and digital skills content to help families and site coordinators navigate online learning and digital skills training through the Internet Essentials Learning Center.

50%

of low-income households have a Lift Zone in their neighborhood*

1,000+

Lift Zones launched

2M+

Lift Zones sessions between February 1, 2021 and December 21, 2021



*In counties that have the most Lift Zones, over half of low-income households live near a Lift Zone (Philadelphia, Washington DC, Suffolk, Hennepin, and San Francisco counties). Low Income is defined as eligibility for NSLP. Neighborhood is defined as within .5 miles to 1 mile, depending on commute type. Demographic data sourced from the Census' American Community Survey.

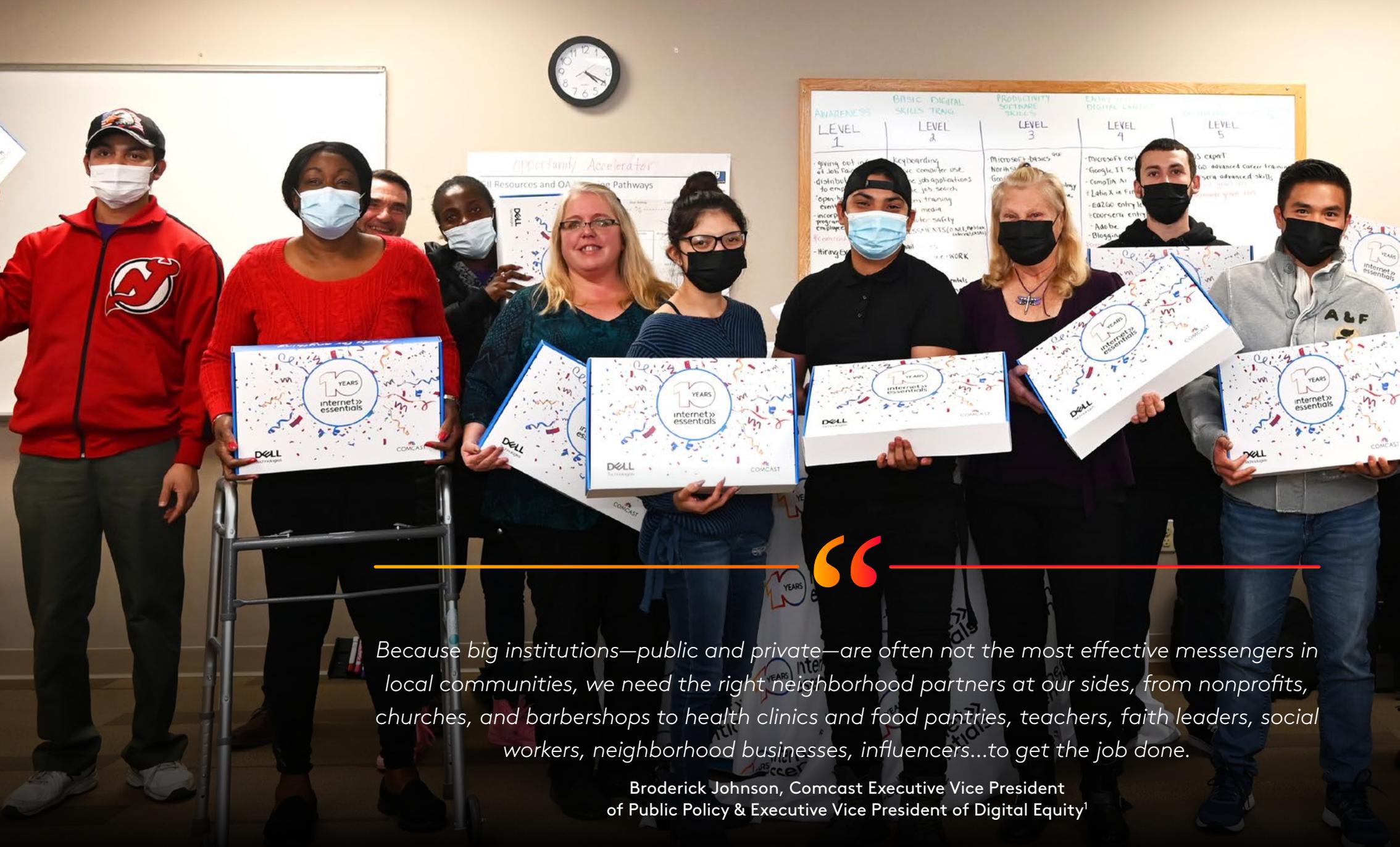


25M
homework hours in 2022



Comcast's Lift Zones initiative and pandemic response in 2021 won the People's Choice Award at SXSW 2022 in the category of "Innovation in Connecting People"

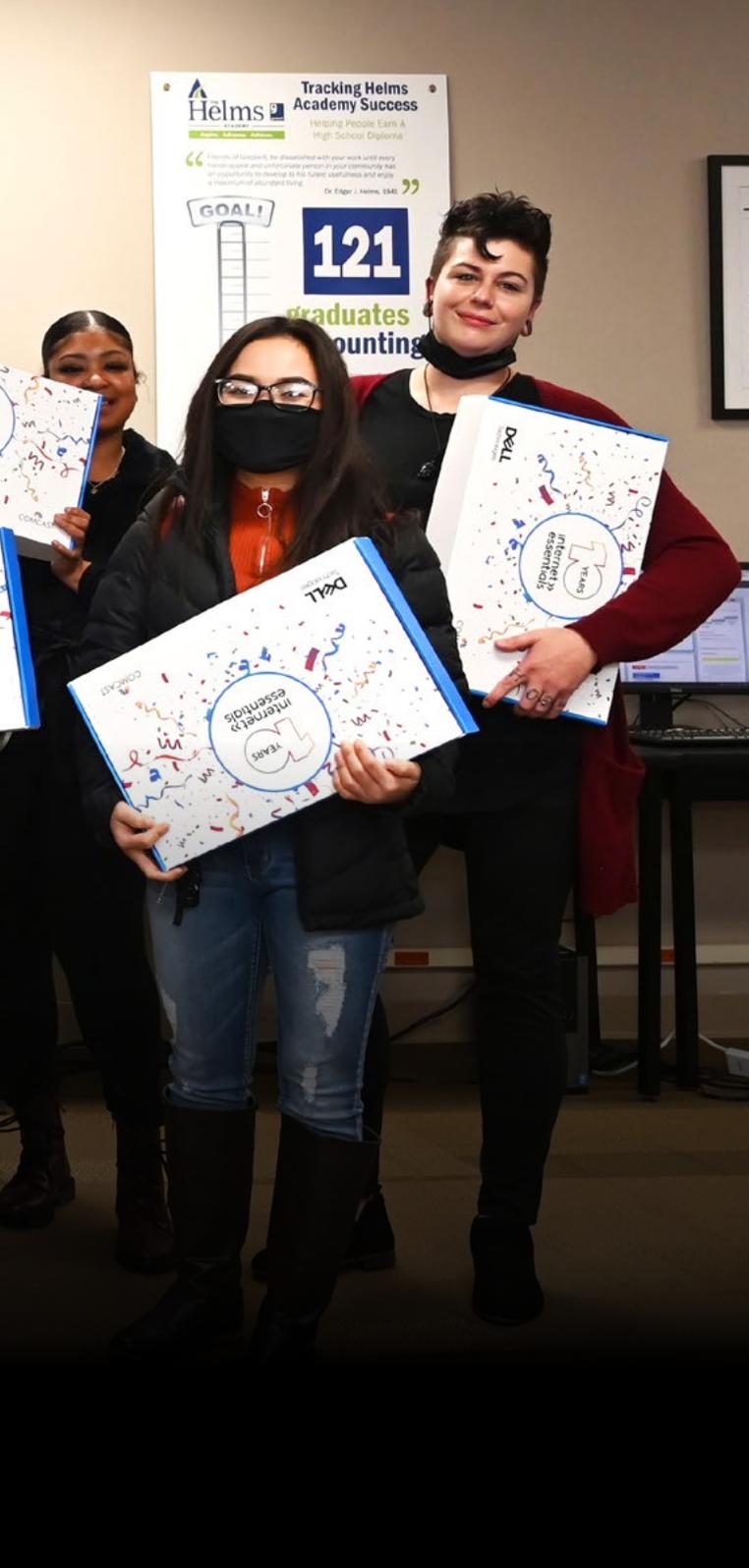




Because big institutions—public and private—are often not the most effective messengers in local communities, we need the right neighborhood partners at our sides, from nonprofits, churches, and barbershops to health clinics and food pantries, teachers, faith leaders, social workers, neighborhood businesses, influencers...to get the job done.

Broderick Johnson, Comcast Executive Vice President of Public Policy & Executive Vice President of Digital Equity¹

¹"No more excuses' attitude to encouraging broadband adoption." *Baltimore Sun*, Dec 14, 2021.



IMPACT

ON WORKFORCE DEVELOPMENT

INTERNET ESSENTIALS IMPACT ON WORKFORCE DEVELOPMENT SUMMIT

On November 17, 2021, Internet Essentials, in partnership with Goodwill Industries International, hosted its third Impact Series summit, focusing on the relationship between connectivity, positive workforce outcomes, and economic mobility. During the virtual event, leading experts and partners explored the ways public, private, and nonprofit partners can complement each other to ensure low-income communities have access to both foundational digital skills, as well as the occupational digital skills necessary to participate in today and tomorrow's workforce.

At the launch of a Lift Zone at Goodwill Industries of Southern New Jersey and Philadelphia's Stratford, NJ, location, Comcast donated grants totaling \$35,000 to support Goodwill's digital equity, inclusion, and literacy efforts. Comcast also donated 500 new laptops to support local job seekers receiving training services through Goodwill.

Project UP

Through Project UP—our comprehensive initiative to advance digital equity and build a future of unlimited possibilities—we’re committing \$1 billion to help ensure everyone has the resources and opportunities they need to participate and excel in today’s digital world. Project UP encompasses the programs and community partnerships across Comcast, NBCUniversal, and Sky that connect people to the Internet, advance economic mobility, and open doors for the next generation of innovators, entrepreneurs, storytellers, and creators.



BRIDGING THE CONNECTIVITY GAP

Building on a decade of progress and success, we are accelerating our work to connect people to the power of the Internet and address barriers to digital adoption.



10M

Connected more than **10M** people to the Internet and distributed **200,000** free and subsidized laptops since 2011.



1,000+

Opened more than **1,000** WiFi-enabled Lift Zones to help students and families connect to the Internet at community centers nationwide.

Participating in the **Affordable Connectivity Program** to further connect low-income Americans to the Internet at home.

Empowering thousands of digital navigators to educate the unconnected about the benefits of getting online.

EMPOWERING SMALL BUSINESS OWNERS

Through Comcast RISE, we’re equipping entrepreneurs and small business owners with the digital opportunities and resources they need to thrive.



6,700

To date, we’ve reached **6,700 small businesses** owned by people of color through Comcast RISE.

\$60 million

We awarded over **\$60 million in grants, marketing support, and technology upgrades** in 2021.

13,000

We’re on track to reach **13,000 small business owners and entrepreneurs** by the end of 2022.

BUILDING DIGITAL SKILLS

Through our programs and partners, we’re helping to provide technology and digital skills training and create equitable pathways to careers in media and technology.

1 million

Together with our partners, we are able to reach over **1 million** people each year with skills training.

\$60 million

We contributed over **\$60 million** in cash to our digital equity partners in 2021 alone.



What's Next

When we started on this journey, there was no roadmap and we weren't certain how far the program would go or how many people we could reach. The nation had just begun to focus on the importance of a home Internet connection, and the FCC had only recently released its 2010 National Broadband Plan, highlighting research on broadband adoption and digital inclusion.

We pledged then to listen to and learn from our partners, modify by trial and error, and rely on the best research in the field to build a program that would reach as many people as we could.

Now, more than 10 years later, as the federal government strengthens its commitment to broadband adoption through ACP and ECF, we are more committed than ever to building on this foundation and expanding our impact through Project UP, our comprehensive initiative backed by a \$1B commitment to advance digital equity and help build a future of unlimited possibilities in the years to come.

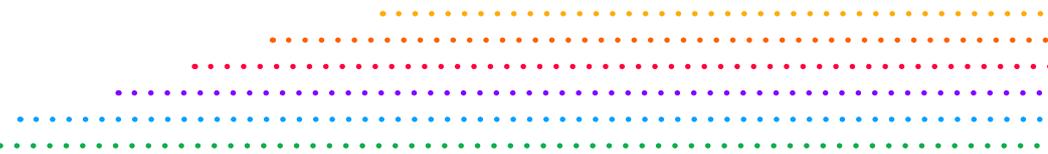
We are incredibly excited by what the future has in store. Whether it's sending one of our technicians to connect another family to Internet Essentials, opening a new Lift Zone at a neighborhood community center, or working with our nonprofit, government, and community partners around the nation to implement the Internet provisions of the IIJA, we are as ready as ever to bring the life-changing power of the Internet to as many people around the country as possible.

Thank you to all our partners for making this program possible. We can't wait to show you what's next.

2020

2021

2022





In May of 2021, Tommy graduated with honors from Florida State University and is now enrolled in a PhD program.

Appreciation

Our progress has been made possible thanks to the hard work of the Internet Essentials team, our colleagues across Comcast, and the many partners we have worked with over the last 10-plus years. Together, we have developed and refined innumerable expansions and enhancements to the Internet Essentials program to put the Internet, technology, and resources in the hands of more of the people who need it most. As we look forward to the next 10 years, we would like to thank everyone who has been part of this journey so far.



I am so proud of the Internet Essentials team, and all of our partners, employees, and customers who have worked tirelessly to ensure connectivity for everyone. The resilience, hope, and determination of our Internet Essentials families is what continues to drive our work forward to empower unlimited possibilities for millions more like Tommy.

Trinity Thorpe-Lubneuski, Executive Director, Internet Essentials at Comcast
Internet Essentials team member for seven years and counting



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essentials**
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