

Internet Essentials is the nation's largest and most comprehensive high-speed Internet adoption program for low-income households. The program has connected more low-income Americans to the Internet – by several orders of magnitude – 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 six years, Internet Essentials has connected more than four million low-income Americans, in one million households, to high-speed Internet service at home. After 10 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), and, in select markets, to low-income senior citizens and community college students.

Since the program's inception in August 2011, the company has made more than 30 key enhancements, including:



Increased speeds four times in six years: Starting this fall, customers get up to 15 Mbps of download speeds and 2 Mbps of upload speeds. This year's increase will improve 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 will now enjoy 40 hours of free out-of-home WiFi access per month to the company's growing network of 18 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 or apply online 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 9,000 community-based organizations, libraries, school districts, government agencies, and federal, state, and local elected officials to help families cross the digital divide. Through the end of June 2017, Comcast has:

- Expended about \$350 million in cash and in-kind support to help fund digital literacy and readiness training and education, reaching nearly 5 million people through national and local non-profit community partners.
- Sold more than 65,000 subsidized computers at less than \$150 each.
- Broadcast more than 10 million public service announcements, valued at more than \$120 million.

Customer Research:

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

- 98 percent said their children use the program's Internet service for schoolwork.
- 93 percent feel the Internet service had a positive impact on their child's grades.
- 62 percent feel the Internet service helped someone in the household locate or obtain employment.
- More than 90 percent said they are satisfied with the program.
- 96 percent said they would recommend the program to friends and family.