

## Internet Essentials from Comcast

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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](http://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.