



10 YEARS

internet» essentials

Internet Essentials from Comcast has helped 10 million low-income Americans connect to the tools and resources they need to succeed in an increasingly digital world.





internet >>
essentials
FROM COMCAST

COMCAST
NBCUNIVERSAL

Ready for school
no matter what
it looks like.

LOVE

Student from Northeast
High School

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Letter from Dave Watson about Comcast's Commitment to Digital Equity

When we launched Internet Essentials 10 years ago, we began an ambitious journey to connect low-income Americans to the Internet. Thanks to the hard work and support of so many, Internet Essentials is now the largest and most comprehensive Internet adoption program in the country, connecting more than 10 million* people.

Ten million people over 10 years is an exciting milestone, but it's just the beginning of our next chapter. We are proud to share that over the next 10 years, Comcast is committing \$1 billion to reach 50 million people from low-income families and provide them with the training, tools, and resources they need to succeed in a digital world. This investment will allow us to continue providing grants to nonprofit partners, supporting Internet adoption and digital skills training, and investing in underserved communities.

This is not the first time we have accelerated our efforts to bridge the digital divide, nor will it be our last. Since the earliest days of the Internet Essentials program, we have partnered with incredible organizations to include more people, improve the program, and create a bigger impact. We have expanded the reach of Internet Essentials 12 times,

most recently to include all low-income households in our service area, including veterans, seniors, people with disabilities, and more. We have increased speeds, from 1.5 Mbps in 2011 to 50 Mbps today, and subsidized or donated 150,000 desktop and laptop computers. Along the way, we have brought home the transformative power of connection to more than 10 million people and offered digital skills training and tools to millions more.

When the COVID-19 pandemic struck, we expanded again by launching a first-of-its kind connectivity initiative in community centers. Partnering with local organizations, non-profit partners, and city leaders, we equipped community centers across the country with WiFi-connected safe spaces, called "Lift Zones", where students and families can access the Internet. We plan to launch 1,000+ Lift Zones by the end of this year, reaching millions more people in our communities.

\$1B

commitment over the next 10 years to reach 50 million people from low-income families with connectivity, skills, training, and resources.

*Cumulative total since 2011



Students and Head of School of the Pennsylvania School for the Deaf

Ten years is a remarkable moment signifying an extraordinary amount of work, and we did not do it alone. The launch of Internet Essentials, as well as its tremendous growth and success over the past decade, is a result of those who paved the way through research, tireless advocacy for digital equity, and the creation and adaptation of digital skills training models to meet the needs of community members. I invite you to continue reading to learn more about the journey of Internet Essentials and the work of our team and our extraordinary partners.

We are proud of our progress, but we have more to do and more to learn. We are excited and energized to take these next steps, and we look forward to working with all of you to get there.

Sincerely,

DAVE WATSON
President and Chief Executive Officer
Comcast Cable

Student from Strawberry Mansion High School in Philadelphia with his mother



Digital Divide in the U.S.

We believe deeply in the power of connection. It is unacceptable that we have a digital divide in this country, which keeps so many families from the powerful skills, tools, and resources they need to succeed. Approximately 25% of American households do not subscribe to broadband Internet at home. Ten years ago, we created Internet Essentials to help address the digital divide and the homework gap and give low-income families the opportunity to experience the transformative power of the Internet in their own homes. Over the last decade, we've worked with thousands of partners across the country and have collectively made tremendous progress. **In our service area, 40% of the growth in broadband adoption among low-income households with school-age children can be attributed to the Internet Essentials program.***

CITY COMPARISON



Up to 95% of households in affluent cities have a home broadband subscription.

VS.



Only 50% of households in cities with high poverty rates have a home broadband subscription.

This 45-percentage-point gap represents the digital divide in the United States.**

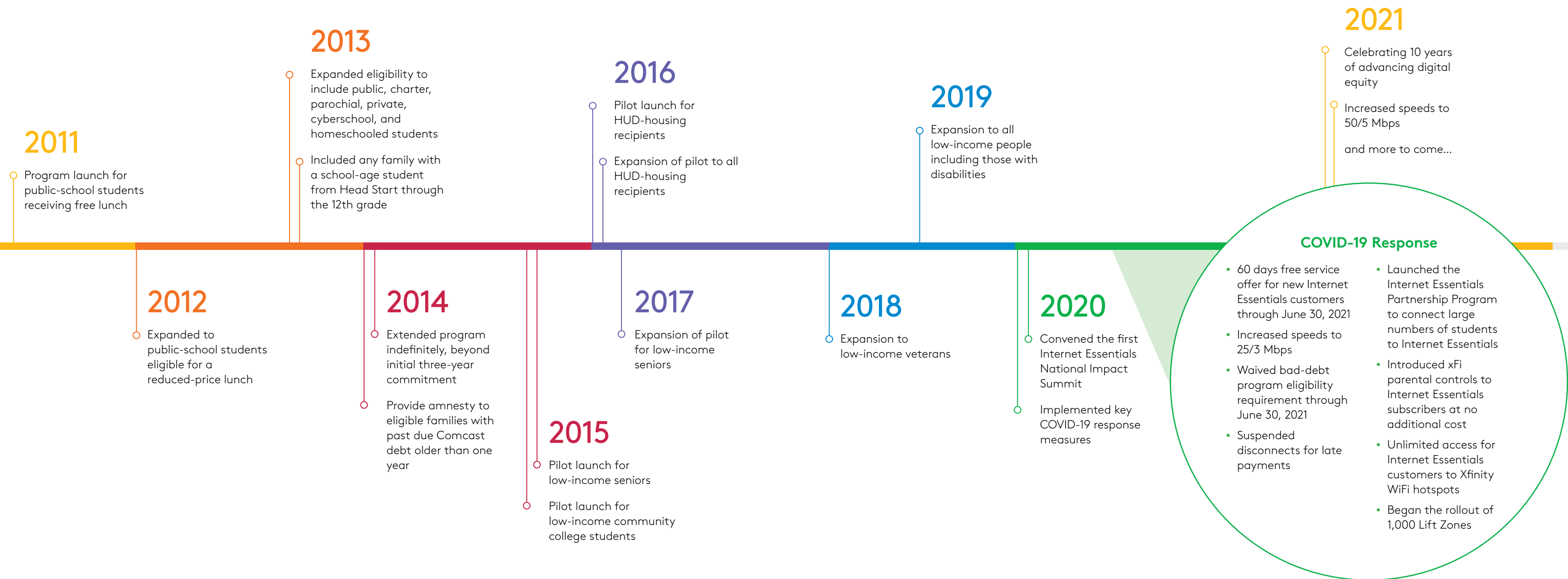
*Zuo, G., 2020 (In Press). Wired and Hired: Employment Effects of Subsidized Broadband Internet for Low-Income Americans. To be published in *American Economic Journal: Economic Policy*.

**U.S. Census 2019 American Community Survey

Program Timeline

For Comcast, addressing the need for digital equity has been a decade-long pursuit. In 2010, the Federal Communications Commission released the National Broadband Plan (NBP), articulating the barriers to broadband adoption and digital inclusion, and focusing attention on the importance of having a home Internet connection. In 2011, Internet Essentials was the first comprehensive programmatic response by a major Internet service provider to address the main barriers to broadband adoption.

For 10 years, we have worked closely with our partners to refine the program in meaningful ways and expanded the eligible population numerous times. Together, we are committed to creating and supporting digital equity within the communities we serve.



12 expansions of eligibility (available to all eligible low-income households)

18 innovations (including improving our streamlined application process and launching the Internet Essentials Partnership Program)

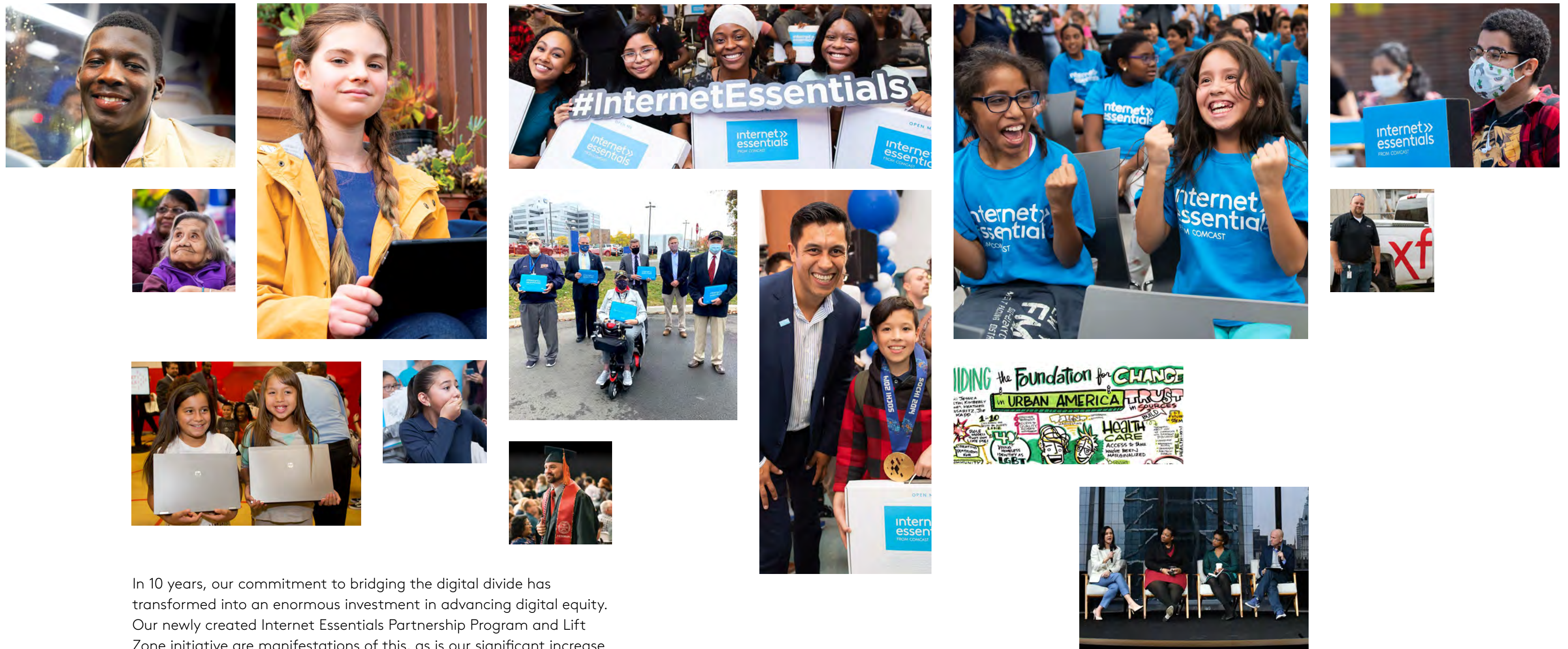
14 improvements to the value of the service (including speed, in- and out-of-home WiFi, computer options)

9 innovations in digital literacy, including the creation of 1,000+ Lift Zones

Program Retrospective

in 10 years, we have...

CONNECTED MORE THAN **10M** LOW-INCOME AMERICANS TO THE INTERNET AT HOME



In 10 years, our commitment to bridging the digital divide has transformed into an enormous investment in advancing digital equity. Our newly created Internet Essentials Partnership Program and Lift Zone initiative are manifestations of this, as is our significant increase in investment in digital equity partners.

Program Design

Internet Essentials is about far more than bringing high-speed Internet into a home. From the beginning, we have designed our program based on comprehensive and consistent research which tells us there are 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 functioning equipment, and 3) the cost of a monthly service subscription. Internet Essentials has been designed to address all of these barriers head-on. 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.

\$700M

invested in the past 10 years to connect more than 10 million low-income people to the power of the Internet at home, provide digital skills training, and subsidize or donate devices.

A COMPREHENSIVE APPROACH

According to a 2019 U.S. Census Bureau and National Telecommunications and Information Administration survey, **among the top reasons people do not subscribe to Internet at home are:**

60% cite lack of need for, or interest in, the Internet

19% cite cost of monthly service

3% cite no computer, inadequate equipment, or cost of a computer

To address these barriers, Comcast designed Internet Essentials as a wraparound solution.

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

Low-Cost Service
Comcast provides low-cost, high-speed Internet to low-income households across Comcast's service area for less than \$10 per month.

Equipment
Internet Essentials customers can purchase a subsidized and discounted computer for less than \$150 (includes Norton Security Suite, Microsoft Windows 10 Professional, and Microsoft Office Home & Business 2010).

LOW-COST CONNECTIONS

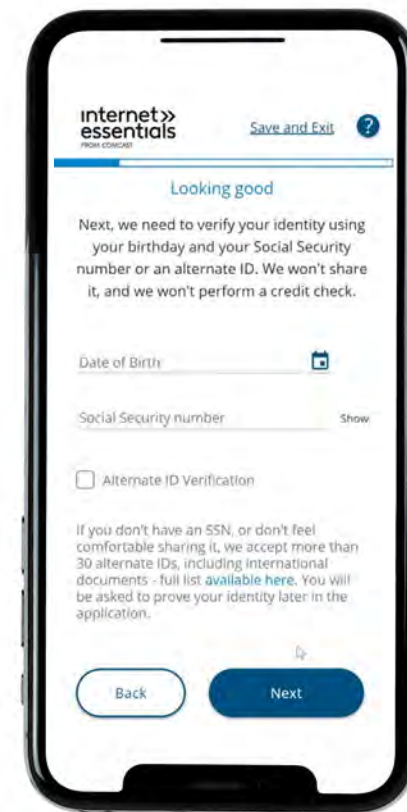
We've made tremendous progress toward closing the digital divide. In ten years, we've connected millions of low-income people to the Internet at home, more than 80% of whom were not connected prior to signing up. The program is available to ALL low-income households including those participating in programs like NSLP, Medicaid, SNAP, SSI, and many more.

Since 2011, we've continued to improve our application process, including adding and expanding an expedited application review, and working to make the application and onboarding process easier and more convenient so that our customers have the best possible experience.

Just last year, we added two-factor ID verification to support applicants who are uncomfortable or unable to provide a social security number to verify their identity.

Continuous Improvement to Our Customer Experience

Since the beginning, we have pledged 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 to reach as many people as possible.



240

languages available through our call center, seven languages available in our online application.

Expedited Review

Available to students attending Title I schools or those participating in the Internet Essentials Partnership Program, HUD housing residents, and households living in high-poverty areas.

Customer Satisfaction

90% of Internet Essentials customers surveyed are highly satisfied with the service they receive.

EQUIPMENT

An Internet connection is only as good as the device through which it is accessed. That's why we offer the option to purchase a low-cost computer for less than \$150. Internet Essentials customers can choose between an Internet-ready desktop or laptop computer, pre-loaded with the software needed to get up and running in a smart and safe way.

We also know that innovations in technology happen every day, and we strive to bring those same innovations to all of our customers. Since 2011, we have made nine enhancements to the value of the service under the Internet Essentials program, including improving the quality and options of our computer offering.

25K

laptops personally donated
to the School District of Philadelphia
by the Roberts family.

130K computers provided

Comcast has provided 130,000 low-income people with affordable subsidized computers.

20K computers donated

Comcast has donated more than 20,000 Internet-ready devices to households and community-based organizations since 2015.



GIVEAWAY SPOTLIGHT

In an exciting moment of Comcast NBCUniversal synergy, we partnered with TODAY and Craig Melvin to pull off the biggest laptop and connectivity surprise giveaway in Internet Essentials' history. On September 18, 2020, we surprised the McKeesport Area High School and Founders Hall Middle School in Pennsylvania with 2,500 Dell Technologies laptops and Internet Essentials Opportunity Cards for 12 months of complimentary service—enough for every high school and middle school student, as well as the faculty and staff, to connect to school from home.



CUSTOMER SPOTLIGHT

At the start of the pandemic, LaJoy Johnson-Law knew her daughter's education would depend on having home Internet and the technology through which to access it. Since connecting to Internet Essentials, LaJoy has also used the service to access information and resources related to her daughter's special needs and to become a fierce community advocate herself. While her 2020 DC State Board of Education campaign run was unsuccessful, LaJoy remains committed to ensuring that all families are represented and all students have the opportunity to achieve greatness.

Elements of Success

Comcast is focused on shaping the future by driving innovation through technology—and staying connected to the communities we serve. These principles are core to our company and form the driving ethos of our community impact philosophy, which was first established by our founder, Ralph J. Roberts: when the communities we serve thrive, the company thrives as well. Empowering communities, supporting prosperity, and advocating and building skills for social inclusion and participation are essential to the program’s success and to the success of the company as a whole.

EMPOWERING COMMUNITIES

Nothing we do in the Community Impact space has as much effect on our communities as the Internet Essentials program.

Partners and Ambassadors

The ten years of tremendous success we have had with the Internet Essentials program belongs to our internal and external partners—the communities we collaborate with and our employee volunteers, all of whom work tirelessly to build honest, meaningful, and long-lasting relationships that raise awareness for the program and drive participation.

tens of thousands

of community partners

3K+

current volunteer Ambassadors

20K

outreach engagements by Ambassadors since 2013

We have taken a consistent and integrated approach to work with government and elected officials, school districts, libraries, nonprofits, community-based organizations, and other partners to address the digital divide. Our community partners range from large national nonprofits like the Boys & Girls Clubs of America, the YMCA, the National Urban League, and UnidosUS, to hundreds of local nonprofits who not only help promote the program, but also form the bedrock of our digital literacy training efforts.

Our local Internet Essentials partnerships are built, in large part, on the relationships our employees have developed and fostered. Nonprofit partners are supported by a corps of volunteer Ambassadors who give their most valuable resource—time—to support their communities.

“
The work I do as an IE Ambassador is not only a mission in helping to connect low-income families to affordable Internet, but also a personal journey in reconnecting with my roots. As a Chinese immigrant raised in a low-income family, I know first-hand what education and Internet means to these families.
Minzhi ‘Jay’ Chen, QA Lead, Xfinity Mobile



Minzhi ‘Jay’ Chen, Amrita Pannu, Justin Van Patten, and Jeanette Walton were selected as 2020 Internet Essentials Ambassadors of the Year for their commitment to advancing digital equity in their communities.

Internet Essentials Partnership Program

The Internet Essentials Partnership Program (IEPP) is designed to help connect large numbers of K-12 students at a critical time. The program provides the opportunity for schools, school districts, government entities, foundations, and other organizations to pay for students’ and their families’ broadband Internet service at home. Creating strong and innovative public-private partnerships enables entire communities to work together to coordinate funding for a few months or a few years. This sponsorship program enables more families to access all the benefits Internet Essentials has to offer, while allowing community-based partners to use their expertise to empower families to take on the challenges of today while preparing for the future.

IEPP began as a pilot in 2019, based on requests and feedback from partners. When schools around the country shifted to a virtual environment due to COVID-19, we were able to expedite formalization of the program in order to meet the extraordinary need.

Featured Partners



Lift Zones

Working with our network of thousands of non-profit partners and city leaders, we are creating safe spaces for students and families to connect and learn. Together, we are creating more than 1,000 Lift Zones in community centers to provide internet connectivity and a safe place for students and families to get online.

Lift Zone at the Boys & Girls Club in Miami



25M homework hours

In 2021 alone, WiFi-enabled Lift Zones across the country will allow students to complete over 25 million hours of homework and remote learning.

1K+

Lift Zones to be operational by end of 2021.

SUPPORTING ECONOMIC PROSPERITY

By increasing digital adoption rates, we will improve educational achievement and workforce preparedness—and that will help generate greater economic growth in which all of our citizens can share.

8%+

increase in the employment rate among households who subscribe to Internet Essentials.*

\$1,385

annual increase in earnings for households who subscribe to Internet Essentials.*

BUILDING SKILLS & ADVOCATING FOR SOCIAL INCLUSION & PARTICIPATION

With social and civic engagement activities increasingly moving online, it's vital that everyone have an opportunity to participate and a platform to be heard.

Now more than ever, it's important to complete your census. It's Safe, Easy, and Important for your community.

RESPOND NOW!

Call 844-330-2020 for English, 844-468-2020 for Spanish, or go online at www.2020census.gov

United States Census 2020

Comcast and Telemundo encourage communities to participate in the first digital census.

In these uncertain times, we want to empower communities and help them stay connected—to their loved ones, workplaces, schools, and the latest news and information. Internet Essentials from Comcast provides Internet service at home to millions of low-income families, including seniors, veterans, and people with disabilities.

Visit InternetEssentials.com or call 1-855-846-8376 to apply.

When communities are connected, they're ready for anything.



2020 Census Awareness Campaign

Comcast partnered with the U.S. Census Bureau and Telemundo on a campaign to encourage Americans to participate in the first ever digital census.

\$120K donated toward the cost of print materials for hundreds of Census Partner Toolkits, tens of thousands of direct mailers that targeted hard-to-count communities, and doorhangers for field operations.

*Zuo, G., 2020 (In Press). Wired and Hired: Employment Effects of Subsidized Broadband Internet for Low-Income Americans. To be published in *American Economic Journal: Economic Policy*.

1 The 2020 Census isn't important to me.
FALSE
The census counts every person living in the United States. When there are more people, there are more needs for public services. The 2020 Census will determine how \$475 billion in government funding gets distributed to provide public services to communities each year. The census also determines how many seats your state gets in Congress.

2 Taking the census help my community.
TRUE
The census determines how government funding gets distributed to communities. These dollars support hospitals, fire departments, roads, bridges, affordable housing, and more. So much depends on everyone by April 1, 2020.

3 My information is protected by federal law.
TRUE
The census is a part of this country's Constitution and responses are protected by law. Personal information is not shared with law enforcement, immigration, or benefits officials. Even if you are a non-citizen, taking the census will not put you or your family at risk.

4 I don't have time to take the census.
FALSE
For the first time, the census will be online. Its nine questions are available in thirteen languages. Answers won't be checked until after the census is complete—about ten minutes.

Ready to be counted. www.GetCounted.com

U.S. Census Bureau @uscensusbureau - Aug 26
Responding to the #2020Census shapes your community's future. Thanks to @Comcast & @Telemundo for helping us get the word out. 2020census.gov.

Now more than ever, it's important to complete your census. It's Safe, Easy, and Important for your community.

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Program Impact

Our work toward digital equity begins by connecting the unconnected, but it doesn't end there. Through our community partnerships to support educational success, build skills for a digital economy, access healthcare, and promote online safety, we are deeply committed to supporting positive change in our customers' lives.

EDUCATION

COVID-19 has more fully exposed systemic inequities across the board. Prior to the pandemic, we understood that access to an Internet connection was fundamental to the success of students and families around the country. As we started the 2020-2021 school year, many districts and states did not have students return to any form of in-person learning, while others returned with a hybrid approach. Because of existing digital inequities, combined with the global pandemic, low-income students suffer the most without a home broadband connection.

That's why in 2020, we launched two new initiatives: the Internet Essentials Partnership Program, allowing for a family's service to be sponsored by a third-party organization; and Lift Zones, 1,000+ WiFi-connected safe spaces in which students and their families can connect to the Internet. Our goal is to have launched all 1,000 of our Lift Zones by the end of 2021.

90%+

of parents surveyed say the service has a positive impact on their child's grades.*

5M

low-income students connected to the Internet via Internet Essentials.

WORKFORCE

Prior to the COVID-19 crisis, there was a clear and pressing need to prepare the workforce for digitization. With the majority of education and business moving online, it is more important than ever to develop a workforce that is able to respond quickly to rapid shifts in a fast-evolving economy.

Workers who lack the digital skills required to create a resume, write an email, or apply for a job online face an ever-shrinking job market. The increasingly technological nature of work means that a baseline of digital skills is necessary to thrive in today's workplace—including in occupations that have not traditionally required technology, like home health aides or welders.**

Increasing digital adoption rates will improve both educational achievement and workforce preparedness, and that will help generate greater economic growth in which all Americans can share.

76%

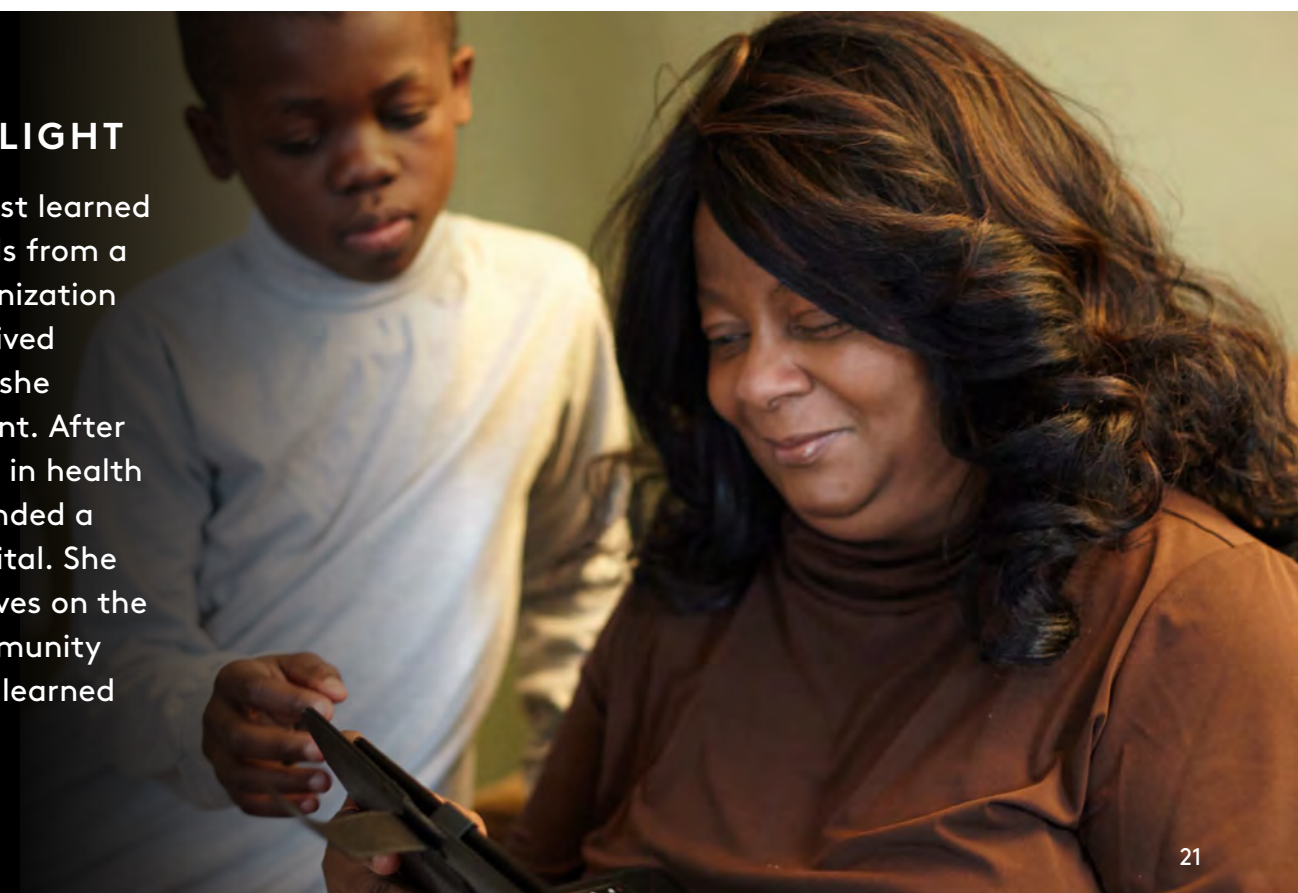
of customers feel their service has already helped someone in the household locate or obtain employment.*

78%

of households say the service has helped them learn a new skill.*

CUSTOMER SPOTLIGHT

Everel and her family first learned about Internet Essentials from a community-based organization where her children received after-school care while she searched for employment. After receiving a certification in health management, Everel landed a job at a Baltimore hospital. She currently works and serves on the board of the same community organization where she learned about the program.



*Comcast Annual Internet Essentials Customer Survey and internal application data

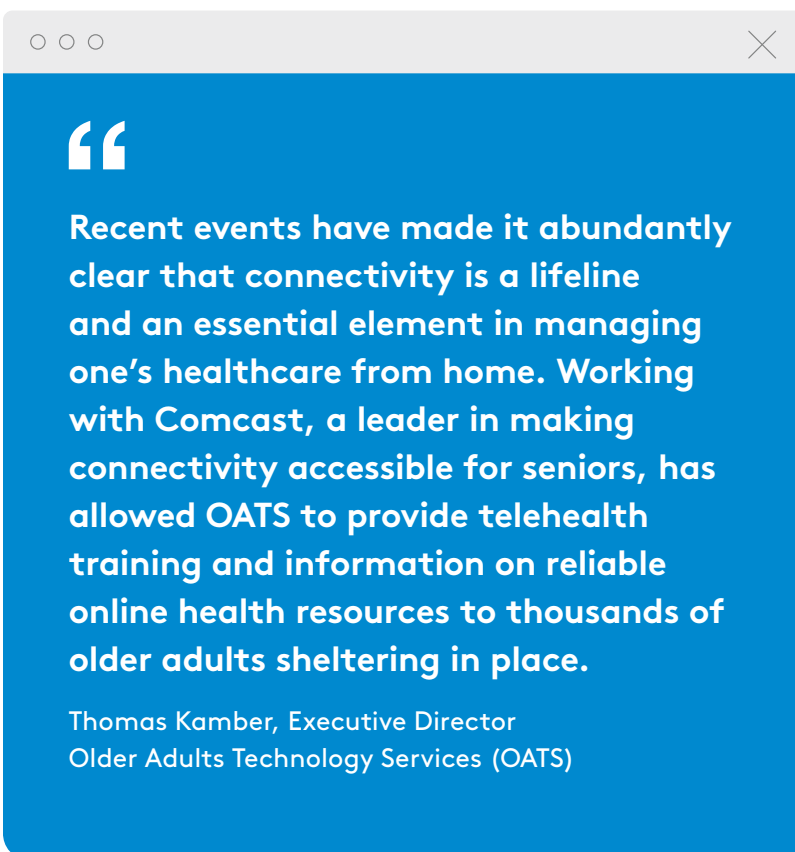
**Foundational Digital Skills for Career Progress, Ian Hecker and Pamela Loprest, Urban Institute, August 2019

HEALTHCARE

Before COVID-19, telehealth was a less burdensome option for doctor visits, particularly for people or families managing multiple work schedules or struggling with reliable childcare and transportation. Opting for a telehealth appointment can reduce the total time spent on a doctor's visit from two hours to 15 minutes* and eliminate a number of the logistical barriers, especially for people with disabilities and those who have limited transportation.

The COVID-19 pandemic has led to a massive shift in healthcare delivery. Healthcare systems and physician offices have accelerated digital health solutions at record speed, making telehealth a critical component of flattening the COVID-19 curve.

As a result, telehealth is no longer a convenient option, but an indispensable option.



“Recent events have made it abundantly clear that connectivity is a lifeline and an essential element in managing one's healthcare from home. Working with Comcast, a leader in making connectivity accessible for seniors, has allowed OATS to provide telehealth training and information on reliable online health resources to thousands of older adults sheltering in place.”

Thomas Kamber, Executive Director
Older Adults Technology Services (OATS)

88%

of customers say the service has helped them remain connected to healthcare during COVID-19.

Of those who experienced difficulty getting medical treatment,

90%

of customers say that having Internet service at home helped them access healthcare services.

ONLINE SAFETY

With the COVID-19 crisis shifting so much of our lives to the virtual world, online safety concerns for at-risk populations, like children, seniors, and the underserved, are becoming even more pronounced.

Our company first launched its national Online Safety initiative in the fall of 2017, when we announced an Internet Essentials partnership with Pennsylvania Attorney General Josh Shapiro to educate seniors, parents, and children about how to stay safe online. In 2018, we built on this work by entering into an ambitious partnership with the Conference of Western Attorneys General (CWAG) to further promote Internet safety for seniors and families.

Partnering with **more than 20 State Attorneys General**, Common Sense Media, ConnectSafely, FOSI (Family Online Safety Institute), and WGBH, we have delivered a comprehensive Online Safety Toolkit for law enforcement officials, provided significant investments in cybersecurity training classes, produced public service announcements, and distributed tens of thousands of online safety brochures for seniors and parents.

50+

Online Safety Toolkits delivered to Attorneys General across the country.



The Online Safety Toolkit provides chief law enforcement officers with up-to-date materials to help spread awareness about the importance of online safety and digital citizenship, and contains information about the latest cybersecurity pitfalls.

7M+

views in 2020 of WGBH PBS KIDS "Search It Up", 2021 winner of NETA's Annual Public Media Awards for Best Short Form.



In collaboration with Internet Essentials, WGBH produced, "Search It Up" A Mini-Series About Kids and Technology, featuring nine unscripted, live-action, short-form videos where children explore online safety and best practices for Internet use. [Click here](#) to view.

*Ray, K.N., Chari, A.V., Engberg, J., Bertolet, M. and Mehrotra, A., 2015. Opportunity Costs of Ambulatory Medical Care in the United States. American Journal of Managed Care, 21(8), pp.567-574.

What's Next

In 2020, Comcast's Internet Essentials launched the Impact summits, a series of national and regional virtual convenings, bringing thought leaders, public officials, subject matter experts, and nonprofit partners together to discuss digital equity and the challenges related to COVID-19.

The first in a series of virtual convenings, the Impact Summit in March 2020 amassed the knowledge, experience, and skills of our partners to drive greater impact in the communities we serve. The event focused on three areas—education, workforce development, and healthcare—for Internet Essentials to understand its impact and refine its outreach and partnership strategies.

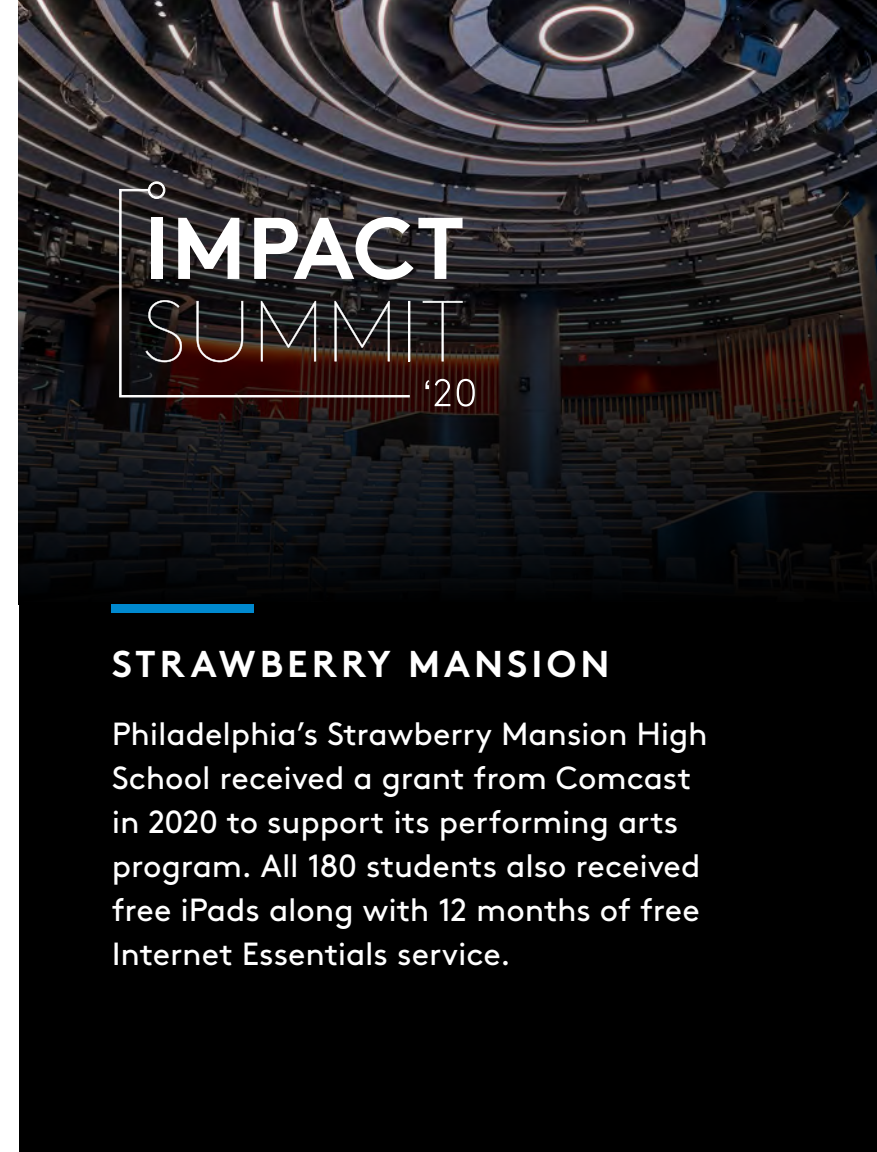
Our second event, the Impact on Education Summit, held in the fall of 2020, focused on discussing and disseminating best practices for communities across the country to ensure every student, teacher, and school has the tools necessary to create a high-quality online learning experience. Soon after, a series of virtual regional summits were held which also focused on best practices for communities across the country such as K-12 education, veterans, telemedicine, and seniors.

We plan to continue in 2021 with events that explore our efforts to bridge the digital divide in education as well as in other areas including online safety and workforce development.

KEY INSIGHTS WE LEARNED

[Click here](#) to download our **Impact Summit Recap Report**.

- 1 One of the most impactful roles Comcast can play is as a convener for business, government, and nonprofits, all working to close the digital divide.
- 2 Connectivity is seen by our partners as only a part of a multi-pronged solution to economic mobility, driving education equity, improving healthcare outcomes, and generating innovation.
- 3 Even as Internet Essentials expands its scope and reach, we must continue to build and strengthen our partnerships and constantly refine our strategy to ensure the possibilities of the Internet are available to as many people as possible.



STRAWBERRY MANSION

Philadelphia's Strawberry Mansion High School received a grant from Comcast in 2020 to support its performing arts program. All 180 students also received free iPads along with 12 months of free Internet Essentials service.



IMPACT ON EDUCATION

MAURICE

Maurice Douyon, Internet Essentials customer and Florida Community Christian freshman, received a scholarship from Comcast in 2020 to help him achieve his academic dreams.

Commitment to Digital Equity

Since the program's inception a decade ago, Internet Essentials has connected more than 10 million people across the country to low-cost, high-speed Internet at home, and provided free digital skills training and subsidized devices. However, our commitment to addressing digital inequities in underrepresented communities extends beyond this work. That is why we are pledging to invest more than \$1 billion over the next 10 years to empower an additional 50 million low-income Americans with the tools and resources necessary to succeed in today's digital world. We will continue working hand-in-hand with our network of community partners across the country as we accelerate our goals to innovate and expand upon the Internet Essentials program.

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Advancing digital equity has been core to our company's DNA and it's an issue we've recommitted to during this critical time. Our mission is to create a more connected and equitable society. That begins with ensuring that every student—and adult—has access to the training and education resources they need to build a brighter future.

Brian L. Roberts
Chairman & CEO
Comcast Corporation

\$1B

committed by Comcast over the next 10 years to the critical work of advancing digital equity.

50M

Americans empowered to take advantage of a world of knowledge and opportunity through our initiatives by 2031.



Ready for the future,
Ready for anything

Ummi, customer



Lift Zone at the
Boys & Girls Club
in Miami

1-855-8-INTERNET (1-855-846-8376)

1-855-SOLO-995 (1-855-765-6995)

InternetEssentials.com | es.InternetEssentials.com

