TOGETHER, WE CAN CONNECT MORE FAMILIES TO THE POWER OF HOME INTERNET.

There is no magic formula for closing the digital divide and the opportunity gap it creates. But after three years, we have learned a lot about what works when it comes to delivering a community-based broadband adoption program across the country. It takes patience, perseverance, and commitment from many stakeholders. Our school, nonprofit, and government partners, working side-by-side with Comcast employees, have given countless hours to bringing Internet Essentials to life in our communities. We know there is much more to be done, but we have never been more hopeful about the program's future. Join us in helping to bring Internet Essentials to your community.

David L. Cohen, *Executive Vice President*
Comcast Corporation

Internet Essentials provides low-cost broadband service for $9.95 a month; the option to purchase an Internet-ready computer for less than $150; and multiple options to access free digital literacy training in print, online, and in person. Qualified families include those with at least one child eligible to participate in the National School Lunch Program, including parochial, private, charter, cyberschool, and homeschooled students. Program materials are available in 14 languages free of charge to schools and nonprofit partners at InternetEssentials.com/Partner.

**INTERNET
ESSENTIALS**
from Comcast

English: 1-855-8-INTERNET (1-855-846-8376)
Spanish: 1-855-SOLO-995 (1-855-765-6995)

InternetEssentials.com | InternetBasico.com

COMCAST

CONNECTING
350K
low-income families
to the power
OF THE INTERNET
AT HOME

**INTERNET
ESSENTIALS**
from Comcast

INTERNET ESSENTIALSˢᴹ **FROM COMCAST:** THE NATION'S LARGEST AND MOST COMPREHENSIVE BROADBAND ADOPTION PROGRAM

Over the past three years, we've worked hard to bring broadband home Internet to low-income families across America, creating greater access to education, healthcare, employment, and information. Internet Essentials is the nation's largest and most comprehensive broadband adoption program, **connecting more than 1.4 million low-income Americans, or more than 350,000 families, to home Internet and free digital literacy training.**

INVESTING IN OUR COMMUNITIES

Our experience has taught us that when it comes to delivering a local broadband adoption program, what is successful in one community may not work in another. We depend upon our partners for their guidance in bringing Internet Essentials to the families we serve.

BUILDING DIGITAL COMMUNITIES

In the digital literacy space, we have reached more than 1.75 million people through Comcast's local and national nonprofit community partners, investing more than $200 million in cash and in-kind support to help fund digital literacy and readiness initiatives. From providing online and workforce development skills, to helping teens prep for college entrance exams, our partnerships with LIFT, Boys & Girls Clubs of America, Easter Seals, and thousands of others connect families to more opportunities in school, work, and life.

LEARNING ANYWHERE, ANYTIME

Comcast is committed to ensuring that learning not only happens in school and at home, but also continues in the community, at rec centers, libraries, and after-school programs. That's why we created Internet Essentials Learning Zones through more than $1 million in grants to 15 communities in cities such as Chicago, Denver, Fresno, Miami, and Seattle. These networks of nonprofit partners work together to offer public Internet access and family-focused digital literacy training.

PROGRAM ENHANCEMENTS

We work each day to improve this program so it can benefit more families across the country.

STREAMLINED ENROLLMENT PROCESS

Families whose children attend schools with 70% or more participation in the National School Lunch Program are instantly approved when they apply for Internet Essentials.

INCREASED SPEEDS TWICE IN TWO YEARS

We now offer up to 5 Mbps downstream—more than triple the speed offered at the beginning of the program.

MADE MORE FAMILIES ELIGIBLE FOR THE PROGRAM

Any family with a school-aged student from Head Start through the 12th grade who is eligible to participate in the National School Lunch Program can apply for Internet Essentials. We encourage students from all types of schools to join the program, including public, charter, parochial, private, cyberschool, and homeschooled students.

REFLECTING OUR DIVERSE COMMUNITIES

English- and Spanish-speaking families can call our dedicated in-language call centers or apply online at **InternetEssentials.com** or **InternetBasico.com**. Materials for Internet Essentials are available in 12 languages beyond English and Spanish, such as Somali, Chinese, Korean, and Russian.

GROWTH & PARTNERSHIPS

We value the schools, nonprofits, and government partners who have worked tirelessly with us to understand the needs of their communities. Together, we have achieved a number of milestones.

PROVIDED NEARLY 30,000 SUBSIDIZED COMPUTERS TO INTERNET ESSENTIALS FAMILIES

Families have the option to purchase an Internet-ready computer for less than $150 when they enroll in Internet Essentials.

WELCOMED NEARLY 2.2 MILLION VISITORS TO OUR WEBSITES

English- and Spanish-speaking visitors explored **InternetEssentials.com**, **InternetBasico.com**, and the Online Learning Center.

INCREASED PROGRAM AWARENESS

Internet Essentials is offered in more than 30,000 schools and 4,000 school districts in 39 states and the District of Columbia. To help spread the word, we've distributed nearly 37 million Internet Essentials brochures at no cost and broadcast nearly 4 million public service announcements valued at more than $51 million. We've also fielded more than 2.3 million phone calls to our call center. Since the launch of the program, Internet Essentials has generated more than 3 billion media impressions through sustained media efforts across print, online, broadcast, and radio outlets.

BRINGING INTERNET AND EDUCATION TO THOSE WHO NEED IT

Internet Essentials has joined forces with Khan Academy to bring their innovative and completely free online learning program to every student regardless of income. Tutorials—in both English and Spanish—cover a wide spectrum of topics from basic math and programming to college-level biology and art history. Students and adults looking for lifelong learning opportunities can sign up for free at **www.khanacademy.org**.