

OUR COMMUNITY  
INVESTMENT  
EFFORTS TO HELP

# CLOSE THE DIGITAL DIVIDE

Comcast has invested over \$100 million in expanding digital literacy programs from 2010 to 2012.

**Club Tech, Boys & Girls Clubs of America -**  
Comcast sponsors the clubs' signature digital literacy and technology skills program, reaching 1 million students each year.

## **Internet Essentials -**

The nation's largest broadband adoption program, bringing low-cost Internet, computers and digital literacy training to low-income families.

**Comcast Digital Connectors Program -**  
Providing young adults the opportunity to develop advanced digital and computer skills at nearly 50 sites nationwide.



**Internet Essentials** from Comcast (InternetEssentials.com) is the nation's largest and most comprehensive broadband adoption program. It provides low-cost broadband service for \$9.95 a month; the option to purchase an Internet-ready computer for under \$150; and multiple options to access free digital literacy training in print, online and in person. Qualified families include those families 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 non-profit partners at [InternetEssentials.com/Partner](http://InternetEssentials.com/Partner).

## **INTERNET ESSENTIALS<sup>SM</sup> FROM COMCAST**

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

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

[InternetEssentials.com](http://InternetEssentials.com) | [InternetBasico.com](http://InternetBasico.com)

“There is no more significant community investment priority for Comcast than the Internet Essentials program.”

David L. Cohen  
Executive Vice President, Comcast Corporation



# INTERNET ESSENTIALS<sup>SM</sup>

FALL 2013

## Program Highlights at a Glance



INTERNET ESSENTIALS™ FROM COMCAST

# OUR ONGOING COMMITMENT TO CLOSE THE DIGITAL DIVIDE

Program Launched August 2011

JUNE 2012

**91,000**  
CONNECTED FAMILIES

THAT'S OVER **360,000**  
INDIVIDUALS  
**3,000**  
PEOPLE TRAINED

DECEMBER 2011

**41,000**  
CONNECTED FAMILIES

THAT'S OVER **160,000**  
INDIVIDUALS  
**1,200**  
PEOPLE TRAINED

DECEMBER 2012

**150,000**  
CONNECTED FAMILIES

THAT'S OVER **600,000**  
INDIVIDUALS  
**10,000**  
PEOPLE TRAINED

JUNE 2013

**220,000**  
CONNECTED FAMILIES

THAT'S OVER **900,000**  
INDIVIDUALS  
**20,000**  
PEOPLE TRAINED

## OPPORTUNITY FOR EVERY FAMILY ONLINE AND RIGHT AT HOME.

Internet Essentials is helping our communities compete in the 21st century.

### FAMILY USE



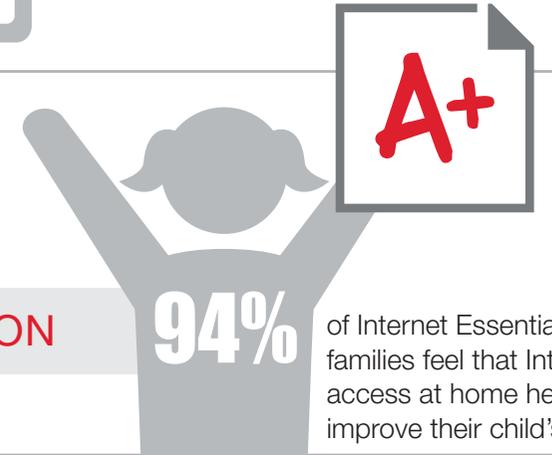
**98%**

of Internet Essentials families are using the Internet for schoolwork.



**66%**

of Internet Essentials families are using their Internet access for healthcare and government services information.



### EDUCATION

**94%**

of Internet Essentials families feel that Internet access at home helped improve their child's grades.



**59%**

### ECONOMIC IMPACT

of Internet Essentials families feel that Internet access helped someone in their household find a job.

## Internet Essentials Keeps Getting Better

- **1.2 million** visits to the Internet Essentials websites
- **2 million** Public Service Announcements valued at more than \$25 million
- **1.5 Mbps to 5 Mbps** speed increase for our Internet Essentials families
- **27 million** materials distributed to schools and partners
- **7,000** community and government partners & **4,000** school district partners
- **18,000** subsidized computers purchased by Internet Essentials families