

## INTERNET ESSENTIALS PROGRESS REPORT FOR 2013

Internet Essentials is our effort to accelerate access to the future that every American deserves—one in which there is ubiquitous availability of the transformative technology of the Internet. We are grateful to all of our partners—teachers, parents, school superintendents, administrators, elected officials, libraries, non-profits, and many more—who share our belief and our mission to get everyone connected and online. Our experience over the last 18 months since we launched Internet Essentials affirms that local communities strongly support this campaign and want to be a part of it.

There is a role for everyone—our company and other communications and technology companies, community organizations, schools, libraries, small businesses, cultural institutions, the faith-based community, and government—in helping to close the digital divide. For those who are connected, living without the Internet for one day is difficult to imagine. But for the millions of Americans who are not yet online, the economic, educational, health, and social benefits of being connected are lost. It is harder to keep up with schoolwork, harder to apply for a job, harder to claim tax credits. That is not right—and we all need to do our part to bridge that gap.

We have now reached a new milestone with over 600,000 low-income Americans connected to the Internet, most for the first time in their lives. That is good, but it is still not good enough. This year, we're doing even more to make it easier and faster for eligible families to get connected, including expanding eligibility for private, parochial and homeschooled students and developing an online application form that can be completed at a library or community center. We are firm in our commitment to Internet Essentials, and we invite everyone who shares that vision to work with us to create more digital opportunity in America.

Sincerely,



David L. Cohen  
Executive Vice President  
Comcast Corporation



**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 plus tax; 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. Eligible families must have at least one child eligible to participate in the National School Lunch Program, including public, private, parochial and homeschooled students. We estimate a total of approximately 2.6 million eligible families live in our service area and therefore could apply for Internet Essentials. To spread the word, we have proactively reached out to more than 4,000 school districts, and over 30,000 schools, to distribute free brochures to families and students. More than 25 million pieces of literature have been shipped to both schools and non-profit partners who can order these materials, available in 14 languages, for free 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)

# INTERNET ESSENTIALS<sup>SM</sup> 2013

## Program Highlights at a Glance



## CONNECTING OUR COMMUNITIES

HERE'S WHAT WE'VE ACCOMPLISHED SO FAR

### Increased Internet Adoption

Internet Essentials has connected **more than**

**150,000**  

households to the power of the Internet.

That's **more than**

**600,000**  

children and their families.

*"The Internet really empowers the parents to have that ownership over their child's grades and know what's going on inside the classroom."*

- Cheryl, 4th Grade Teacher, Atlanta, GA

### Strengthened School District Engagement

Over

**30,000**  

schools in 39 states and D.C. are supporting our efforts to close the digital divide.

*"To have students be globally competitive, it's absolutely essential that they be connected to the Internet."*

- John Barry, Superintendent Aurora, CO Public Schools

### Expanded Opportunities

*"I have actually learned through my son. He's teaching me as well as we're teaching each other."*

- Internet Essentials Parent

**MORE THAN**  
**15,000**  

computers sold to Internet Essentials families.

**OVER 10,000**  

people have attended in-person digital literacy training to develop the skills they need to participate in today's digital society and economy.

*"Now I can show my family at home how to use the Internet."*

- Digital Literacy Class Attendee

## NEW IN SPRING 2013

### Increasing Eligible Households

**2.3** MILLION  **2.6** MILLION

Now, all households with a student eligible to participate in the National School Lunch Program are eligible for Internet Essentials, including low-income private, parochial and homeschooled students.

### New Online Application

This spring, families will be able to request an application for Internet Essentials through an online form at

**InternetEssentials.com**



### More Computer Options



We're offering laptops and desktops in select markets, with more cities to come later in the year.

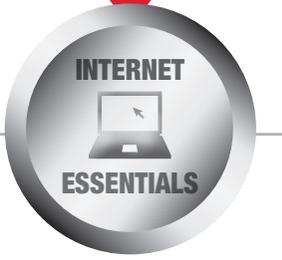
### Opportunity Cards



Opportunity Cards can be used to purchase Internet Essentials service and provide eligible families with access to the Internet at home.

## GOLD MEDAL SCHOOL DISTRICT OF EXCELLENCE

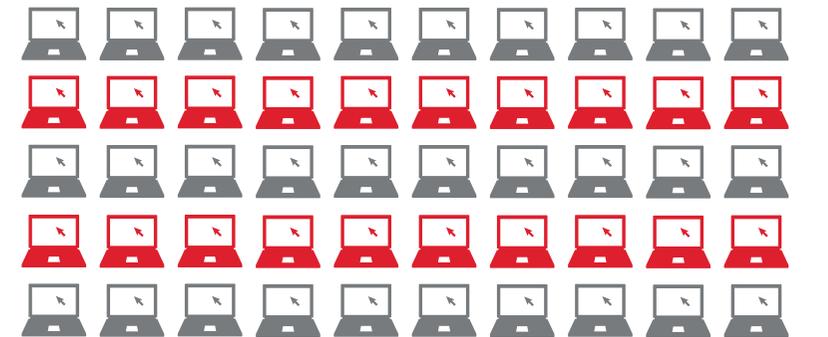
To celebrate the outstanding work of our partnering school districts, Comcast will award the Internet Essentials Gold Medal School District of Excellence Award.



**TOP 15** 

This award will recognize the efforts of the top fifteen best-performing school districts connecting students to the power of the Internet at home.

**Winners will be announced in Fall 2013.**



In conjunction with the celebration of Comcast's 50th anniversary and as part of their award, each recognized school district will receive **50** laptops in honor of their commitment to Internet Essentials.

To learn more about the Comcast Internet Essentials Gold Medal School District of Excellence Award, please visit:

**InternetEssentials.com/GoldMedal**