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**ACCEPTED/FILED**

July 31, 2013

JUL 31 2013

**VIA ELECTRONIC FILING**

Federal Communications Commission  
Office of the Secretary

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, D.C. 20554

Re: *In the Matter of Applications of Comcast Corporation, General Electric Company, and NBC Universal Inc. for Consent to Assign Licenses and Transfer Control of Licenses*,  
MB Docket No. 10-56

Dear Ms. Dortch:

In accordance with the Memorandum Opinion and Order adopted in the above-referenced proceeding,<sup>1</sup> Comcast Corporation hereby submits its second Annual Compliance Report on *Internet Essentials*, the Comcast Broadband Opportunity Program. A copy of this report is also available as of today at <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

Please do not hesitate to contact me should you have any questions.

Sincerely yours,

Lynn R. Charytan

Lynn R. Charytan  
Vice President, Legal Regulatory Affairs,  
Senior Deputy General Counsel  
Comcast Corporation

Enclosure

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<sup>1</sup> *In the Matter of Applications of Comcast Corporation, General Electric Company, and NBC Universal, Inc. for Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, MB Docket No. 10-56, 26 FCC Rcd 4238 (2011), as amended by the Erratum released on March 9, 2011 (“*Transaction Order*”).

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Ms. Marlene H. Dortch  
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Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C.

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MB Docket No. 10-56

**SECOND ANNUAL COMPLIANCE REPORT ON *INTERNET ESSENTIALS*,**  
**THE COMCAST BROADBAND OPPORTUNITY PROGRAM**

*Comcast Corporation*  
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July 31, 2013

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## APPENDIX

**Before the  
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July 31, 2013

**SECOND ANNUAL COMPLIANCE REPORT ON *INTERNET ESSENTIALS*,  
THE COMCAST BROADBAND OPPORTUNITY PROGRAM**

Comcast Corporation (“Comcast”) submits this report regarding the second year (June 22, 2012 through June 21, 2013)<sup>1</sup> of its *Internet Essentials* offering, the Comcast Broadband Opportunity Program required by Condition XVI.2 of Appendix A to the *Transaction Order*<sup>2</sup> (the “Condition”).

This Annual Compliance Report supplements the information in the March 2013 *Internet Essentials* Progress Report,<sup>3</sup> and identifies the relevant components of the Condition that have guided – and are satisfied by – the *Internet Essentials* program. In addition, this report also provides the specific information required by sub-part XVI.2.m of the Condition, including an analysis of the program’s effectiveness, and a description of the many enhancements Comcast has made to continue improving *Internet Essentials* above and beyond any of its original commitments. As required by Condition XVI.2.m, a copy of this report is available as of today at <http://corporate.comcast.com/news-information/nbcuniversal-transaction>.

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<sup>1</sup> Data for the second year of the program runs through June 21, 2013 unless otherwise noted, because this date corresponds to the close of the Company’s fiscal month that is nearest to this report’s filing date.

<sup>2</sup> *In the Matter of Applications of Comcast Corporation, General Electric Company, and NBC Universal, Inc., for Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) (as amended by the Erratum released on March 9, 2011) (“*Transaction Order*”).

<sup>3</sup> A copy of the March 2013 Progress Report is attached hereto as Appendix A.

## I.

### **COMPLIANCE WITH THE SPECIFIC REQUIREMENTS OF THE BROADBAND ADOPTION CONDITION**

*Internet Essentials* is the nation's largest and most comprehensive broadband adoption program. Since its launch almost 24 months ago, the program has made affordable broadband Internet accessible to millions of low-income families across the Comcast footprint. In addition to affordable broadband, *Internet Essentials* gives eligible families the opportunity to purchase an Internet-ready computer at a substantial discount. The program also includes a comprehensive digital literacy training component designed to empower students and their parents to unlock the full potential of the Internet.

As outlined below, Comcast's broadband adoption program has met, and in many respects far exceeded, the requirements originally proposed and incorporated in the Condition. Notably, Comcast has continuously worked to make it easier and faster for eligible families to get connected, expanding eligibility to provide for private, parochial, and homeschooled students. Comcast has also developed innovative measures that the Condition never even contemplated: for example, the program will soon offer *Internet Essentials* Opportunity Cards so Comcast's non-profit partners and others can purchase up to a year of *Internet Essentials* service for qualified families. In addition, eligible families will soon be able to request, and in many cases complete, their *Internet Essentials* application online.

#### **A. Eligibility Criteria** (Condition XVI.2.f)

As proposed by Comcast in connection with the NBCUniversal transaction and set forth in the Condition, Comcast initially offered the program based on the eligibility criteria outlined in Condition XVI.2.f: a household is eligible to participate in *Internet Essentials* if it (1) is located where Comcast offers Internet services (over 99% of the Comcast service area); (2) has at least one child eligible for a free school lunch through the National Lunch School Program ("NSLP"); (3) has not subscribed to Comcast Internet service within the last 90 days; and (4) does not have an overdue Comcast bill or unreturned equipment.

In 2012, Comcast went beyond the initial eligibility criteria outlined in the Condition and extended eligibility to families with children eligible to receive *reduced* price school lunches. This enhancement made close to 300,000 additional households in Comcast's service area eligible for *Internet Essentials* – raising the total number of *Internet Essentials*-eligible households to an estimated 2.3 million families. And, on April 1, 2013, Comcast expanded the eligibility criteria yet again to include families with homeschooled, private, and parochial students who otherwise meet the NSLP eligibility criteria. This enhancement made nearly 200,000 additional families eligible for *Internet Essentials* in Comcast's service area – bringing the total to nearly 2.6 million eligible families.

**1. Reliance on NSLP Eligibility (Condition XVI.2.g)**

To determine eligibility for the *Internet Essentials* program, Comcast proposed, and the Condition requires, that eligibility for the program be based on the well-established certification processes for participation in the NSLP.

**2. Eligibility Verification (Condition XVI.2.j)**

Third party verification specialist Solix continues to assist Comcast with eligibility verification of *Internet Essentials* applicants. To reduce the burden or delay that some families faced in obtaining this proof, Comcast implemented the *Internet Essentials* instant approval process at schools that qualify as “Provision 2” schools<sup>4</sup> and for all schools with 75% or more NSLP participation based on National Center for Education Statistics (NCES) data, irrespective of their Provision 2 status.<sup>5</sup> This means that families of students attending the schools across the Comcast footprint that are either Provision 2 or NCES-validated can be instantly approved for the program.

**B. Launch and Duration of the Program (Conditions XVI.2.a; XVI.2.d)**

Since the program’s August 2011 launch, Comcast has rolled out *Internet Essentials* across more than 4,000 school districts in 39 states plus the District of Columbia, and will continue to enroll participants in the program at least through the end of the 2013-2014 school year. Any household that enrolls during the initial three-year enrollment period will remain eligible for the discounted price so long as at least one child in the household continues to meet the program’s NSLP eligibility requirements (including the eligibility enhancements made by Comcast).

**C. Internet Essentials’ Principal Components**

The *Internet Essentials* program has three principal components:

**1. Low Cost Internet Service (Conditions XVI.2.c.i; XVI.2.c.ii)**

*Internet Essentials* provides eligible low-income families in the Comcast service area affordable access to high-speed Internet service from their homes. For just \$9.95 per month, plus tax, eligible families receive Comcast’s XFINITY Economy Internet service with speeds up to 3 Mbps downstream and up to 768 Kbps upstream – double the speeds at launch – and no monthly modem or other equipment fees, installation charges, or activation fees for as long as the family remains eligible and maintains the service. In addition, *Internet Essentials* families are not subject to standard credit checks and are not asked to sign any contracts to take the service for a

<sup>4</sup> Households in a Provision 2 school district – generally those with a high percentage of low income students – are not required to complete free or reduced price lunch application materials and are automatically qualified for NSLP.

<sup>5</sup> The instant approval process is another voluntary enhancement to the *Internet Essentials* application process that goes far beyond the Condition’s requirements.

specified period of time. The price of the service will not increase so long as the household continues to meet the eligibility criteria of the program.

## **2. Discounted Computers** (*Condition XVI.2.c.iii*)

Working with the program's partners, Comcast offers *Internet Essentials* families the opportunity to purchase an Internet-ready netbook. Computers offered through the program come with web browser and security software. Comcast subsidizes the cost of each netbook, reducing the price to the customer to \$149.99 plus tax. Comcast also provides for free shipping to the customer. Later this year, *Internet Essentials* families will also have the option to purchase a desktop or laptop computer instead of a netbook. Broadening the Internet-ready computing choices is a new program enhancement and exceeds the requirements in the Condition.

## **3. Digital Literacy Training** (*Condition XVI.2.c.iv*)

*Internet Essentials* customers receive access to print, online, and in-person digital literacy training free of charge. Comcast developed comprehensive digital literacy print materials that are included in the Welcome Kit mailed to each new *Internet Essentials* customer. For the online component, Comcast created the Learning Center (<http://learning.internetessentials.com>) so that customers can receive digital literacy training at their convenience. The online Learning Center features animated training modules focused on topics such as browser and e-mail basics, and online safety topics. In addition, Comcast's partners organized hundreds of in-person training sessions across the country, giving *Internet Essentials* customers and other low-income families the opportunity to receive hands-on training on digital literacy topics. Comcast also made it easier to attend in-person training by creating an online lookup tool that allows users to search and sign up for training sessions in their area. Users can also sign-up to receive e-mail alerts when a class is scheduled to be held nearby. A detailed description of the expansive digital literacy training and support available to *Internet Essentials* customers is provided in Section I.G.3, *infra*.

## **D. Operationalizing *Internet Essentials*** (*Condition XVI.2.j*)

The experience obtained during the first two years of the program has allowed Comcast to further refine the application and intake processes to ensure a smooth customer experience and efficient, timely sign-ups. The process involves the following elements:

### **1. Avenues to Get Information and Request an Application**

#### **a. Dedicated *Internet Essentials* phone numbers and branded websites**

Comcast operates dedicated phone numbers for English and Spanish speaking consumers – 1-855-8-INTERNET (1-855-846-8376) and 1-855-SOLO-995 (1-855-765-6995) – which connect participants to customer account executives (“CAEs”) at a dedicated call center specifically trained to assist with *Internet Essentials* enrollment and answer questions about the program. These dedicated phone lines continue to be the central tool that Comcast uses to ensure

that interested consumers get the information they need. In addition, Comcast operates [www.internetessentials.com](http://www.internetessentials.com) and [www.internetbasico.com](http://www.internetbasico.com) to promote the service, inform potential customers of application requirements, and serve as a portal to information about the program, including the online Learning Center. And, as described in Section III.B *infra*, Comcast will enhance the application process by deploying an online application tool so that families can more easily and conveniently order – and in many cases, instantly sign up – for *Internet Essentials* service anytime at their local library, community center, or anywhere they can get access.

b. General customer service support

Comcast also took steps to ensure that potential customers could find *Internet Essentials* information through other contacts with the Company, including training regular CAEs to redirect *Internet Essentials* applicants to the dedicated toll-free number. Customers who visit Comcast.com can find information about the program by searching for “*Internet Essentials*” or using other descriptive terms (*e.g.*, “low-cost broadband”) on the site’s search tool.

c. The application process

The application process is structured as follows: after a customer calls to enroll, Comcast sends an application – by regular mail or e-mail, based on the customer’s preference – that is pre-populated with information provided by the caller. Next, customers send their completed *Internet Essentials* application and supporting documentation by mail or fax to Solix for eligibility verification. Verified applications are then forwarded to a Comcast order entry center for provisioning of the new *Internet Essentials* account.

Eligible households may also receive *Internet Essentials* through a bulk registration program which allows non-profits, community-based organizations (“CBOs”), faith-based organizations, school districts, and community colleges to make bulk purchases of *Internet Essentials* service for households that are “sponsored” by each organization. To further enhance bulk purchasing opportunities, in the Fall of 2013 Comcast will begin offering *Internet Essentials* Opportunity Cards so non-profit partners and others can purchase up to a year of *Internet Essentials* service for qualified families.

## **2. Service Activation**

Once a household has been approved for *Internet Essentials* service, Comcast ships an Activation Kit that includes the broadband service modem, cabling, and a self-install guide. Customers who require assistance with the activation process may contact the support line indicated in the installation materials and a service visit will be scheduled at no charge to the customer. Comcast contacts new *Internet Essentials* customers to promptly schedule an installation visit in those cases where the Company’s records suggest that the customer’s home is not pre-wired for Comcast service, since this suggests that the customer would not be able to use the self-install process without assistance.

### **3. Ordering the Discounted Computer**

The Welcome Kit sent to each *Internet Essentials* participating household includes a voucher with a unique code and instructions on how to obtain the discounted computer. To place an order, *Internet Essentials* customers must call the toll-free number indicated on the voucher and use one of the vendor's payment methods to complete the purchase. The vendor also provides end-to-end customer service including sales, technical support, and warranty coverage for the discounted computer. Organizations participating in the bulk registration program also have the option of purchasing discounted computers for *Internet Essentials* participants during the initial enrollment.

#### **E. Publicizing *Internet Essentials* to Eligible Families (Condition XVI.2.k)**

While the Condition does not require specific marketing or publicity for *Internet Essentials*, Comcast undertook significant efforts to publicize the program, and in doing so, went well beyond the Condition's requirements. The components of this broad promotional campaign are described below.

##### **1. *Internet Essentials* Website and Partner Portal**

The *Internet Essentials* outreach plan relies primarily on the program's dedicated website which serves as a one stop destination for information, resources, and collateral on *Internet Essentials*. As of June 21, 2013, the dedicated websites had received over 1,200,000 visits.

Built into this website is a unique Partner Portal that allows *Internet Essentials* partner organizations to download program materials directly or order materials which are shipped for free regardless of the quantity ordered. Registered partners also receive program updates, including regular newsletters and other announcements. As of June 21, 2013, more than 20,400 individuals and organizations had registered for the Partner Portal, and partners requested and received over 27 million pieces of promotional collateral – all at no charge.

##### **2. “Hyper-local” Paid Media**

Comcast devised a “hyper-local” paid media strategy targeting NSLP-eligible families within the top 11 metropolitan areas in the Comcast footprint in 2012 and expanded the campaign to the top 12 metropolitan areas in 2013. Efforts included distributing marketing materials to local businesses and attending community events held in low income areas, and purchasing advertisements in newspapers and community publications to reach potential customers within target school districts. Other tactics include thirty second ad buys in local radio stations during the back-to-school season and leveraging mobile and social media to promote the service.

##### **3. Earned Media**

Emulating last year's successful earned media strategy, *Internet Essentials* launch events marking the start of the 2012-2013 school year were the centerpiece of the earned media

strategy, galvanizing a broad range of stakeholders around the mission of urging as many eligible families as possible to enroll. Each event featured a speaker from Comcast describing the program and included mayors, governors, Members of Congress, local or state superintendents, community leaders, and coach Tony Dungy – all helping to drive the message of the importance of broadband. *See* Appendix B. For example, in Atlanta, Comcast partnered with Sequoyah Middle School, the Center for Pan Asian Community Services, Carver High School, and the Warren/Holyfield Boys and Girls Club, to sponsor four rallies centered on the importance of digital literacy and broadband in education. Comcast also held launch events in 21 communities including Fresno, Chicago, Charleston, Seattle, Houston, Detroit, Baltimore, and Richmond.

The media impressions generated by coverage of these launch events continued generating millions of dollars' worth of earned media for *Internet Essentials* during the rest of the school year. Through June 21, 2013, Comcast has generated more than 1.6 billion media impressions for *Internet Essentials* through sustained media efforts. These include over 1.5 billion print and online impressions as well as nearly 45 million broadcast and radio television impressions.

#### **4. Public Service Announcements and Comcast Newsmakers**

Comcast also conducted a bilingual Public Service Announcement (“PSA”) campaign promoting the availability of *Internet Essentials* across its service area. Since August 2011, the Company has aired PSA spots with a value of almost \$9,000,000. In addition, Comcast ran “Comcast Newsmakers” segments in support of *Internet Essentials*. Comcast Newsmakers is a five minute public affairs program that aired on various platforms, including CNN Headline News (on Comcast Cable systems at 24 and 54 minutes past the hour), on Comcast VOD, and online.

#### **5. Comcast Employees**

Comcast empowered its employees to directly connect eligible families in their communities through its *Internet Essentials* Ambassadors Program. Interested employees could call on existing relationships with schools, libraries, or CBOs in their neighborhoods and help these organizations prepare for the 2013 *Internet Essentials* back-to-school season. Since May 2012, the *Internet Essentials* Ambassadors Program has been replicated and launched in almost every market across the Comcast footprint. The program counts nearly 1,000 Ambassadors across the country working with Comcast’s Government Affairs representatives to connect with schools, community organizations, and religious institutions. *Internet Essentials* Ambassadors have reached over 500 organizations, distributed over 43,000 pieces of *Internet Essentials* materials, attended nearly 200 events which drew in more than 77,000 members of the public, and offered over 900 volunteer hours.

#### **F. Comprehensive Stakeholder Campaign (Conditions XVI.2.g-i)**

Comcast’s extensive partnership with a diverse array of leaders from the education, government, and non-profit sectors across the Comcast service area continued to be the cornerstone of the *Internet Essentials*’ communications plan. Comcast worked with these partner organizations to help educate eligible families about *Internet Essentials*, distribute

promotional materials, and spread the word about the benefits of this broadband adoption opportunity.

## **1. Schools**

Thousands of schools helped promote *Internet Essentials* to eligible families by allowing Comcast to send literature to students and families at the start of the 2012-2013 school year. These promotional materials range from professional-looking posters to simple letters – and all of them are available through the online Partner Portal in English, Spanish, and 12 other languages, including: Arabic, Oromo, Somali, Tibetan, Chinese Mandarin, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish, and Russian.

In July 2013, Comcast launched a redesigned consumer and partner-facing marketing campaign focused on one of the main barriers to adoption: the perceived lack of relevance of the Internet. *See Appendix C.* To address this challenge, the new promotional materials are built around the message that broadband access is more than a necessity for school and work – it is the key to help families unlock their children’s potential to succeed.

Comcast will continue to engage educators leading up to and through the upcoming back-to-school season with continued personal engagement and a hybrid e-mail and direct mail campaign targeting all 20,000+ program partners. An introductory direct mail campaign targeting private, parochial, online, and charter school officials will also be conducted with the aim of introducing the program to more schools with eligible children.

## **2. Community Partners**

As of June 21, 2013, over 4,000 CBOs, including churches, libraries, and parent-teacher associations have partnered with Comcast to help spread the word about *Internet Essentials*. As with all stakeholders, Comcast effectively used the Partner Portal to make it easy for these CBOs to participate. Comcast will continue to build on the successes and lessons learned from the *Internet Essentials* campaigns by conducting strategic and targeted local outreach campaigns in the markets surrounding the 600 largest school districts, which cover over 80% of the eligible households in our footprint. Each campaign will focus on engaging those organizations in the market that can drive awareness including organizations that serve government, the non-profit community, and faith-based groups.

Comcast also worked with CBOs that have both strong national and local presences to facilitate the growth of partnerships across the nation, including the Boys & Girls Clubs, City Year, Teach for America, Big Brothers Big Sisters, United Way, LULAC, the National Urban League, Easter Seals, Teach for America, Hispanics in Technology and Telecommunications Partnership, ASPIRA, National Council of La Raza, the NAACP, the Urban League, and the National Gay and Lesbian Task Force. These partners helped create an atmosphere of support and excitement around *Internet Essentials* by leveraging their relationships with the education community, sharing “best practices” with Comcast and each other, and by driving other organizations to register at the Partner Portal.

### **3. Federal, State, and Local Officials**

Public officials continue to play an essential role in promoting awareness of *Internet Essentials*. As of June 21, 2013, Comcast had delivered the *Internet Essentials* message to over 3,000 state, local, and federal government elected or appointed officials.

### **4. Education Associations**

Comcast continues to engage dozens of national education organizations to collaborate on best practices in student and educator engagement and to get their membership involved with publicizing the benefits of *Internet Essentials*, including the National Parent Teacher Association, National School Boards Association, American Association of School Administrators, Consortium for School Networking, Council of the Great City Schools, State Education Technology Directors Association, National Alliance for Public Charter Schools, and the American School Counselor Association, among others.

## **G. More Than Just Broadband Service**

### **1. Computer Setup Support (Conditions XVI.2.1.i-iii)**

The Activation Kit sent to every *Internet Essentials* customer includes printed guides on how to connect to the Internet, plus a toll-free support number where customers can obtain 24/7 support for any questions or issues about using their XFINITY Internet service. *Internet Essentials* customers can also take advantage of the comprehensive support tools available online, including live chat with CAEs.

### **2. Free Security Software (Condition XVI.2.1.iv)**

To ensure that *Internet Essentials* users have a secure online experience, all *Internet Essentials* subscribers enjoy access to the Constant Guard all-in-one security dashboard (a \$360 value), at no additional charge. Constant Guard helps protect passwords, secure credit card information, and setup safe, one-click access to online accounts. In addition, Constant Guard includes the Norton Security Suite's top-rated tools for core protection against viruses and other cyber threats. *Internet Essentials* customers can also download a complimentary copy of Constant Guard Mobile for secure access to banking, shopping, e-mail and social networking accounts from smartphones and tablets.

### **3. Digital Literacy Training in Print, in Person, and Online (Condition XVI.2.c.iv and XVI.2.1.v)**

As detailed in last year's compliance report, Comcast developed and deployed an ambitious digital literacy strategy – one that extended beyond the original commitment the Company made to the Commission. *Internet Essentials* participants have the choice of using the printed digital literacy guides included in their service Welcome Kit, accessing the online courses featured in the online Learning Center, or signing up to attend an in-person training session hosted by one of Comcast's local CBO partners.

The online Learning Center (<http://learning.internetessentials.com>) serves as a central hub of online digital literacy training materials. The Learning Center is available in both English and Spanish, and features tutorials on how to set up e-mail, guard against viruses and other malware, keep children safe on the Internet, and locate useful resources.

In-person trainings are offered by CBOs who are already established as credible digital literacy training providers. In addition to Comcast sponsorship dollars, the enhanced training model encourages more participation in trainings as attendees regard these local CBOs as experts in the digital literacy space. Each of these sessions is promoted by the hosting CBO and course information is posted on the “In-Person Training” sub-page on the *Internet Essentials* website. Since the launch of Internet Essentials, Comcast and its CBO partners have sponsored more than 1,100 in-person digital literacy sessions, with nearly 20,000 attendees. These in-person digital literacy training sessions were delivered primarily in English and Spanish.

## II.

### **ANALYSIS OF THE PROGRAM'S EFFECTIVENESS**

#### **A. Key Performance Metrics**

##### **1. Number of Participants and Discounted Computers**

As of June 21, 2013, *Internet Essentials* has connected nearly 220,000 households to the power of the Internet – a number that represents almost 900,000 children and their families. The program also sold more than 18,000 low-cost computers.

##### **2. Effectiveness of the Awareness Campaign and Application Process**

Comcast carefully analyzed its own data and also commissioned third-party survey research in connection with the launch and continued rollout of *Internet Essentials* – including surveying families who signed up for the program and families who did not. Key metrics of the program's effectiveness include the call statistics tracked by the dedicated *Internet Essentials* call center. Since launching *Internet Essentials* in the 2011 back-to-school season, the call center has received nearly 1,500,000 phone calls inquiring about the program. Call statistics through June 21, 2013 break-down as follows:

- 233,629 were ineligible for *Internet Essentials* (15.7% of the total and 19.4% of the callers who did not request applications).
- 143,874 calls were follow-ups to previous orders (9.7% of the total and 12% of the callers who did not request applications).
- 98,830 were dropped calls or hang ups (6.6% of the total and 8.2% of the callers who did not request an application).

- 726,756 were calls requesting general information about the program (48.8% of the total and 60.4% of the callers who did not request applications).
- 286,704 were calls that resulted in applications being sent (19.2% of the total). Of those:
  - 75.6% or 216,705 were submitted and accepted; 2.3% or 6,699 were submitted but returned to the customer for correction. Comcast followed up with these families by providing a replacement application and asking them to correct the application and then resubmit it for approval.
  - 22.1% or 63,300 were never returned by the customer. Comcast’s “resend and remind” program followed up with these families by providing a replacement application and asking them to complete the application and return it for approval.

### 3. General Satisfaction

Satisfaction with *Internet Essentials* continues to be very high: 90% of *Internet Essentials* customers surveyed are “highly satisfied” with the service, and 98% of these surveyed customers would recommend *Internet Essentials* to others.

Survey responses to usage questions showed that users are embracing their broadband connectivity: 85% of respondents said they use *Internet Essentials* to go online on a daily basis, and – more importantly – 98% of respondents said that the children in their household were making use of the service. A considerable number of survey participants (98%) said that they used the *Internet Essentials* service for school assignments. Of those that indicated school work use, 94% felt *Internet Essentials* had a positive impact on their child’s grades. Other popular uses included general research (94%), email (85%), social networking (73%), online bill payment (60%), and employment searches (58%). The majority of those that indicated use of *Internet Essentials* for employment searches felt *Internet Essentials* helped someone in the household locate or obtain a job.

The priority that Comcast has placed on customer care also received high marks from survey participants: 89% stated that they were “highly satisfied” with Comcast’s customer service and 90% of those who required an on-site Comcast technician to install their *Internet Essentials* service indicated they were satisfied with the installation. In addition, a very high number (86%) of survey respondents also said they were “highly satisfied” with the reliability of their *Internet Essentials* broadband connection.

## III.

### SUMMARY OF ENHANCEMENTS TO THE PROGRAM

The following sections summarize the enhancements made to the program since its August 2011 launch and outline the changes that will be implemented during 2013:

#### **A. Enhancements Made Since the Program's Launch**

- **Expanded Eligibility.** Extended eligibility to families with children eligible to receive free or *reduced* price school lunches. This enhancement made an estimated additional 300,000 households in the Comcast service area eligible to participate in *Internet Essentials*, bringing the estimated total eligible population to 2.3 million families. And, on April 1, 2013, Comcast expanded the eligibility criteria yet again to include families with homeschooled, private, and parochial students who otherwise meet the NSLP eligibility criteria, bringing the total number of families eligible for *Internet Essentials* to nearly 2.6 million.
- **Instant Approval.** Implemented an instant approval process for families whose students attend any of the Provision 2 or NCES-validated schools with 75% or more NSLP participation across the Comcast footprint.
- **Bulk and On-Site Registration.** Launched a program that gives third parties such as schools and CBOs the ability to purchase *Internet Essentials* service and equipment in bulk for families in their community. Comcast also held on-site registration during *Internet Essentials* events all over the country.
- **Faster Connections.** Doubled the *Internet Essentials* customer downstream speed from 1.5Mbps service to 3Mbps service.
- **Enhanced e-Learning Tools.** Launched a revamped version of its online Learning Center to provide families with enhanced and dynamic content, including new interactive content in Spanish.
- **Easier Account Transfers.** Updated the “transfer of service” process for *Internet Essentials* customers to allow them to have their service transferred to a new home address in a Comcast service area without having to re-apply for *Internet Essentials*.
- **More Language Options.** Translated several *Internet Essentials* collaterals (e.g., one-page flyer, tri-fold flyer, poster, consumer brochure, and letter to parents) into 12 languages beyond English and Spanish, including: Arabic, Oromo, Somali, Tibetan, Mandarin Chinese, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish, and Russian.

#### **B. Enhancements to be Implemented in 2013**

As announced in March 2013, Comcast plans to continue improving *Internet Essentials* by making the following enhancements to the program in the coming months:

- Launch an *Internet Essentials* online application tool so eligible families whose children attend any of the instant approval schools can sign up for the service online, without having to fill out and send in additional documentation. Families with children that do not attend an instant approval school can use the online tool to

request that an application be sent to them by e-mail or regular mail. This tool will also allow Comcast and its partners to help families begin the process, on the spot, during community or back-to-school events, or during digital literacy training sessions.

- Expand the low-cost computer options to include desktop and laptop models in addition to a netbook.
- Begin to offer *Internet Essentials* Opportunity Cards so the non-profit partners and other can purchase up to a year of *Internet Essentials* service for qualified families.

Appendix A

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# ***Internet Essentials*** **Progress Report**

*March 2013*

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

Program Highlights  
at a Glance

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## 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*



## CONNECTING OUR COMMUNITIES

HERE'S WHAT WE'VE ACCOMPLISHED SO FAR

### Increased Internet Adoption

*"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

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.

### 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



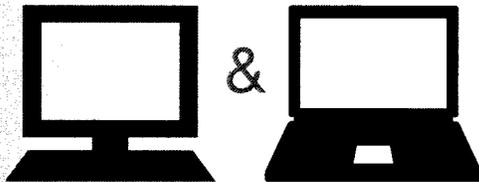
Now, all households with a student eligible to participate in the National School Lunch Program are eligible for Internet Essentials, including low-income private, parochial and homeschooled students.

## 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.

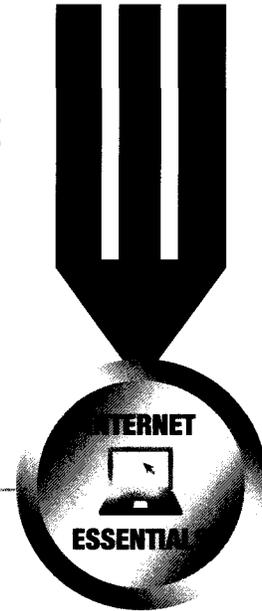
## Opportunity Cards



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

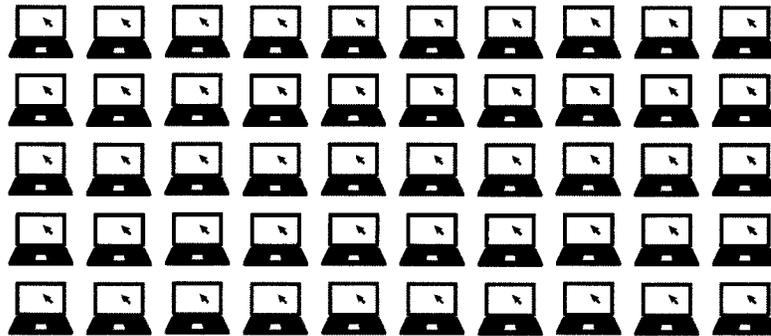
To celebrate the outstanding work of our partnering school districts, Comcast will award the Internet Essentials Gold Medal School District of Excellence Award.



**TOP  
A+  
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](http://InternetEssentials.com/GoldMedal)**



**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)



## **Press Release**

*Comcast Announces Super Bowl Winning  
Coach Tony Dungy to Serve as National Spokesman for  
Internet Essentials (Sep. 12, 2012)*



SEPT 20, 2012

## COMCAST ANNOUNCES SUPER BOWL WINNING COACH TONY DUNGY TO SERVE AS NATIONAL SPOKESMAN FOR INTERNET ESSENTIALS - A PROGRAM DESIGNED TO HELP CLOSE THE DIGITAL DIVIDE

Philadelphia, PA

Comcast Executive Vice President, David L. Cohen, today announced Tony Dungy has agreed to become a national spokesman for Internet Essentials. Now in its second year, Internet Essentials is an ambitious and comprehensive broadband adoption program designed to help close the digital divide among low-income Americans.

Since retiring as a coach in 2008, Dungy and his wife Lauren have been active in a number of charitable organizations including The Dungy Family Foundation, whose mission involves strengthening, sustaining and empowering communities by providing opportunities to those in need through education as well as emotional and financial support. He is a #1 New York Times bestselling author of two books *Quiet Strength* and *Uncommon* and is an analyst for NBC's *Football Night in America*. Tony Dungy led the Indianapolis Colts to victory in Super Bowl XLI.

"Tony Dungy is an incredible role model for athletes and young people," said Cohen. "Through his charitable foundation, he knows firsthand what challenges young people face today and how important it is to get a good education. We're honored that Tony has agreed to be a national spokesman for Internet Essentials and we're confident that his involvement will help us make even more progress to close the digital divide."

In its first full year of availability, Internet Essentials helped more than 100,000 families, or 400,000 Americans, gain access to the Internet at home, and Comcast continues to enhance the program with new features and processes designed to accelerate enrollment in the program.

"It's critical that low-income families take advantage of opportunities like the Internet Essentials program," said Dungy. "The Internet provides access to a world of knowledge and resources that kids and families today simply cannot live without. The world is moving too fast and families who are not online at home are being left behind. It's our responsibility to help level the playing field and get more families connected."

### **Internet Essentials Program Details:**

Internet Essentials addresses three primary barriers to broadband adoption that research has identified - a lack of understanding of how the Internet is relevant and useful, the cost of a home computer and the cost of the Internet service. Program participants receive:

- Residential Internet service for \$9.95 a month plus applicable taxes;
- No price increases, no activation fees, or equipment rental fees;
- A voucher to purchase a low-cost computer for \$149.99 plus tax; and
- Access to free digital literacy training in print, online and in-person.

### **A household is eligible to participate if it meets all of the following criteria:**

- Is located where Comcast offers Internet service;
- Has at least one child who is eligible to receive a free or reduced school lunch under the NSLP;
- Has not subscribed to Comcast Internet service within the last 90 days;

- Does not have an overdue Comcast bill or unreturned equipment.

Comcast will sign up eligible families in the program for at least three years, through the end of the 2013-2014 school year. Any household that qualifies during this three-year period will remain eligible for Internet Essentials if at least one child eligible for a free or reduced lunch remains living in the household.

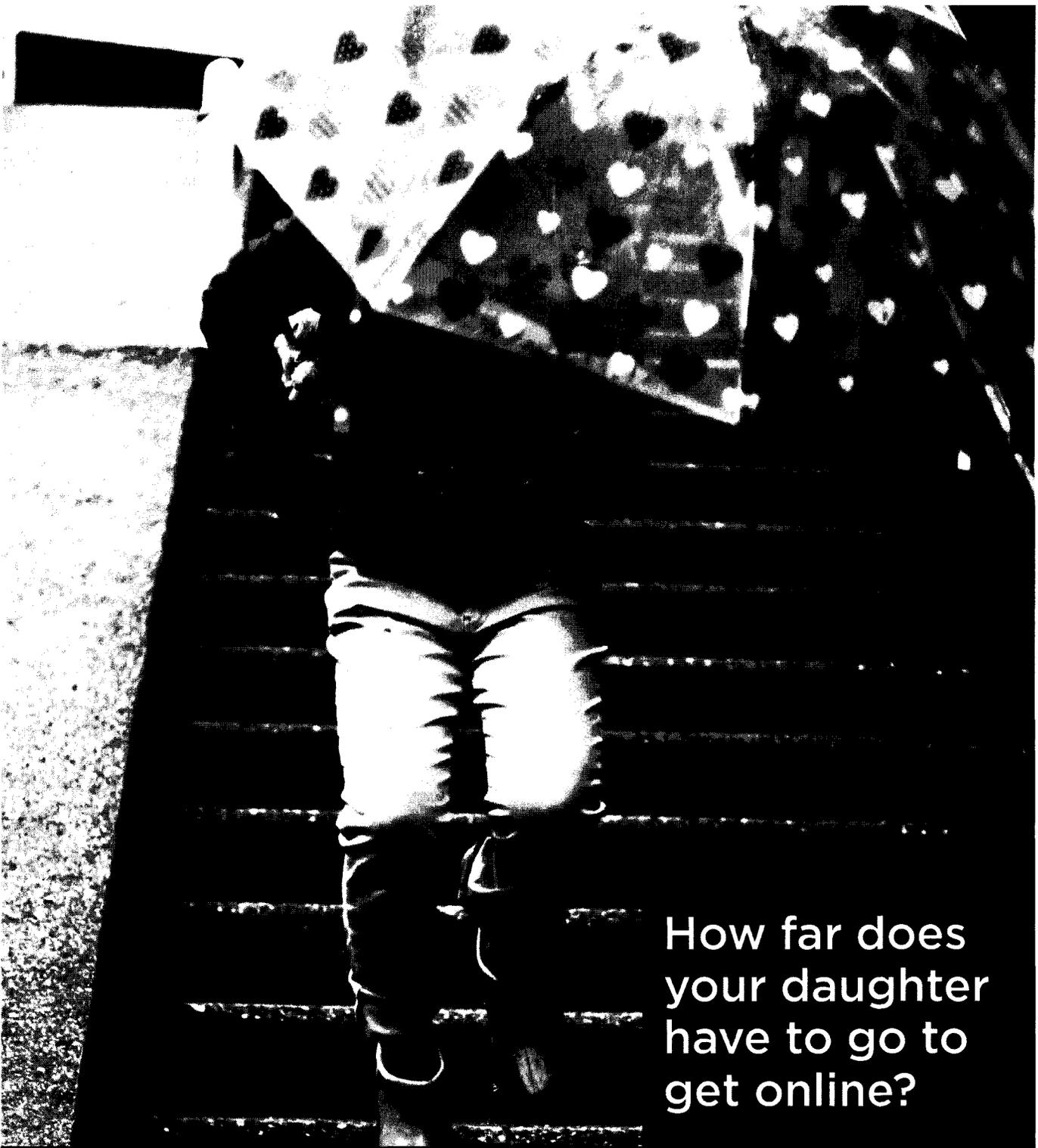
For general information about Internet Essentials, please visit [www.internetessentials.com](http://www.internetessentials.com) for English, and visit [www.internetbasico.com](http://www.internetbasico.com) for Spanish. Educators or third-parties interested in helping to spread the word can find more information at [www.internetessentials.com/partner](http://www.internetessentials.com/partner). Parents looking to enroll in the program can call 1-855-846-8376 or, for Spanish, 1-855-765-6995.

**About Comcast Corporation:**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

# **Sample Promotional Materials**

*2013 Back-to-School Campaign*



How far does  
your daughter  
have to go to  
get online?

**INTERNET ESSENTIALS™ FROM COMCAST**

Even today, many kids have to take a bus or the subway just to do their homework online. Your kids deserve the chance to do their homework on a computer at home.

With Internet Essentials from Comcast, your family can:

- Do homework
- Type book reports
- Email teachers
- Get online tutoring
- Take online classes
- Research colleges

You may qualify for Internet Essentials if your child is eligible to participate in the National School Lunch Program.

To learn more or apply, visit: [InternetEssentials.com](http://InternetEssentials.com)

Or call: **1-855-8-INTERNET (1-855-846-8376)**

**AFFORDABLE INTERNET**

**\$9<sup>95</sup>**  
a month  
+ tax

- No price increases
- No activation fees
- No equipment rental fees

**A LOW-COST  
COMPUTER**

**\$149<sup>99</sup>** + tax Available at  
initial enrollment

**FREE  
INTERNET TRAINING**

[InternetEssentials.com/learning](http://InternetEssentials.com/learning)  
Online, in person and in print

Restrictions apply. Not available in all areas. Limited to 20Mbps Internet Economy Plus service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, if a customer is determined to be no longer eligible for the program but continues to receive Comcast service, regular rates will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or visit [InternetEssentials.com](http://InternetEssentials.com). ©2013 Comcast. All rights reserved. Internet Essentials is a program to provide home internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.





¿Hasta dónde  
tiene que ir  
tu hija para  
conectarse  
al Internet?

**SERVICIO DE INTERNET BÁSICO<sup>SM</sup> DE COMCAST**

Hoy en día, muchos niños tienen que tomar un autobús o viajar en metro para hacer su tarea usando el Internet. Tu hijo se merecen la oportunidad de hacer su tarea en casa y en una computadora.

Con el Servicio de Internet Básico<sup>SM</sup> de Comcast, tu familia puede:

- Hacer su tarea
- Tomar clases en el internet
- Acceder a tutoriales en línea
- Mandar correos a maestros
- Escribir reportes escolares
- Buscar universidades

Tú podrías calificar para el Servicio de Internet Básico<sup>SM</sup> de Comcast si tu hijo califica para participar en el Programa Nacional de Almuerzos Escolares.

Para más información o solicitar el servicio, visita: [InternetBasico.com](http://InternetBasico.com)  
O llama al: 1-855-SOLO-995 (855-765-6995)

**INTERNET A UN PRECIO ACCESIBLE**

**\$9<sup>95</sup>**  
al mes  
+ impuestos

- Sin:
- Aumentos de precio
  - Cargo de activación
  - Cargo de alquiler del equipo

**UNA COMPUTADORA  
DE BAJO COSTO**

**\$149<sup>99</sup>**  
+ impuestos

**Capacitación de Internet  
GRATUITA**

[InternetBasico.com/aprender](http://InternetBasico.com/aprender)  
Disponible en el Internet, en  
materiales impresos y en persona.

Aplican restricciones. No está disponible en todas las áreas. Limitado al servicio de Internet Básico<sup>SM</sup> para nuevos clientes residenciales que cumplan con ciertos criterios. El precio publicado aplica a una sola conexión. Las velocidades pueden variar y no están garantizadas. Después de la participación inicial, si el cliente ya no se elegible para continuar en el programa pero continúa recibiendo el servicio de Comcast, se aplicarán las tarifas regulares. Sujeto a los términos y las condiciones del programa Internet Básico de Comcast. Llama al 1-855-SOLO-995 (1-855-765-6995) para restricciones y más detalles a [www.internetbasico.com](http://www.internetbasico.com). Comcast © 2013. Dirección Reservada. El Servicio de Internet Básico es un programa para proporcionar servicio de Internet para el hogar a familias. No es un programa escolar, y no será reemplazado ni reemplazado por su escuela. Su escuela no es responsable de las cuentas de Internet de Servicio Básico.





## Now your family has an easier way to do homework, look for a job and keep in touch.

With Internet Essentials from Comcast, your family can:

- Do homework
- Look for jobs
- Type book reports
- Pay bills
- Email teachers
- Find doctors

Enrolled families may also purchase a low-cost computer, and anyone can access our free online Learning Center, with a library of videos and other resources that help you create a safe, secure and fun online experience for your family. Just visit [InternetEssentials.com/learning](http://InternetEssentials.com/learning).

To qualify for Internet Essentials, your household must meet all of these criteria:

- Is located where Comcast offers Internet service
- Has at least one child eligible to participate in the National School Lunch Program
- Has not subscribed to Comcast Internet service within the last 90 days
- Does not have an overdue Comcast bill or unreturned equipment

To learn more or apply, visit: [InternetEssentials.com](http://InternetEssentials.com) Or call: 1-855-8-INTERNET (1-855-846-8376)

### AFFORDABLE INTERNET

**\$9<sup>95</sup>**  
a month  
+ tax

- No price increases
- No activation fees
- No equipment rental fees

### A LOW-COST COMPUTER

**\$149<sup>99</sup>**  
+ tax

Available  
at initial  
enrollment

### FREE INTERNET TRAINING

Available online, in print  
and in person

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# Opportunity for your family is online.

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



COMCAST

# Ahora tu familia tiene una mejor manera de hacer la tarea, buscar un trabajo y mantenerse en contacto.

Con el Servicio de Internet Básico de Comcast, tu familia puede:

- Hacer su tarea
- Mandar correos a maestros
- Buscar trabajo
- Buscar médicos
- Escribir reportes escolares
- Pagar cuentas

Las familias suscritas también podrán obtener una computadora de bajo costo, así como acceso gratuito a nuestro Centro de Aprendizaje por el Internet, con una librería de videos y otros recursos para que tu familia tenga una experiencia segura y divertida por el Internet. Visita [InternetBasico.com/aprender](http://InternetBasico.com/aprender).

Para calificar para El Servicio de Internet Básico, tu casa debe cumplir con los siguientes requisitos:

- Encontrarse donde Comcast ofrece el servicio de Internet
- Tener al menos un hijo que califique para participar en el Programa Nacional de Almuerzos Escolares
- No haber estado suscrito al servicio de Internet de Comcast en los últimos 90 días
- No tener una cuenta vencida o equipo de Comcast que no hayas devuelto

Para más información o solicitar el servicio, visita: [InternetBasico.com](http://InternetBasico.com) O llama al: 1-855-SOLO-995 (855-765-6995)

## INTERNET A UN PRECIO ACCESIBLE

**\$9<sup>95</sup>**  
al mes  
+ impuestos

- Sin:
- Aumentos de precio
  - Cargo de activación
  - Cargo de alquiler del equipo

## UNA COMPUTADORA DE BAJO COSTO

**\$149<sup>99</sup>**  
+ impuestos  
Disponible al suscribirte

## Capacitación de Internet GRATUITA

[InternetBasico.com/aprender](http://InternetBasico.com/aprender)  
Disponible en el Internet, en materiales impresos y en persona.

Aplican restricciones. No está disponible en todas las áreas. Limitado al servicio XFINITY® Internet Economy Plus para nuevos clientes residenciales que cumplan con ciertos criterios. El precio publicado aplica a una sola conexión. Las velocidades pueden variar y no están garantizadas. Después de la participación inicial, si el cliente ya no es elegible para continuar en el programa pero continúa recibiendo el servicio de Comcast, se aplicarán las tarifas regulares. Sujeto a los términos y las condiciones del programa Internet Básico de Comcast. Llame al 1-855-SOLO-995 (1-855-765-6995) para restricciones y más detalles o visite [InternetBasico.com](http://InternetBasico.com). Comcast © 2013. Derechos Reservados. El Servicio de Internet Básico es un programa para proporcionar servicio de Internet para el hogar a familias. No es un programa escolar, y no está respaldado ni requerido por su escuela. Su escuela no es responsable de las cuentas de Internet de Servicio Básico.

Las oportunidades para tu familia están en el Internet.

SERVICIO DE INTERNET BÁSICO<sup>SM</sup> DE COMCAST

COMCAST

# Now your children don't have to take the bus or the subway just to do their homework online.

With Internet Essentials from Comcast, your family can:

- Do homework
- Type book reports
- Email teachers
- Get online tutoring
- Take online classes
- Research colleges

Enrolled families may also purchase a low-cost computer, and anyone can access our free online Learning Center, with a library of videos and other resources that help you create a safe, secure and fun online experience for your family. Just visit [InternetEssentials.com/learning](http://InternetEssentials.com/learning).

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- Has at least one child eligible to participate in the National School Lunch Program
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To learn more or apply, visit: [InternetEssentials.com](http://InternetEssentials.com) Or call: **1-855-8-INTERNET (1-855-846-8376)**

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# Opportunity online. Without leaving home.

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

COMCAST

# Ahora tus hijos no tienen que tomar el metro o el autobús sólo para hacer su tarea por el Internet.

Con el Servicio de Internet Básico de Comcast, tu familia puede:

- Hacer su tarea
- Acceder a tutoriales en línea
- Escribir reportes escolares
- Tomar clases en el internet
- Mandar correos a maestros
- Buscar universidades

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- No tener una cuenta vencida o equipo de Comcast que no hayas devuelto

Para más información o solicitar el servicio, visita: [InternetBasico.com](http://InternetBasico.com) O llama al: 1-855-SOLO-995 (855-765-6995)

## INTERNET A UN PRECIO ACCESIBLE

**\$9<sup>95</sup>**  
al mes  
+ impuestos

Sin:  
• Aumentos de precio  
• Cargo de activación  
• Cargo de alquiler del equipo

## UNA COMPUTADORA DE BAJO COSTO

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Disponible al suscribirte

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Más oportunidades por el Internet, sin salir de casa.

SERVICIO DE INTERNET BÁSICO<sup>SM</sup> DE COMCAST

COMCAST



How long  
should your  
family wait  
for a better  
opportunity?

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

**A home without a computer connected to the Internet is a home that's out of touch for children and parents alike.** With affordable home Internet from Comcast, your family can search for new jobs and pay bills online, complete homework assignments and stay connected to family and the outside world. You may qualify for Internet Essentials if your child is eligible to participate in the National School Lunch Program. Help your family get ahead in the comfort and safety of home. Affordably.

To learn more or apply, visit: [InternetEssentials.com](http://InternetEssentials.com)  
Or call: 1-855-8-INTERNET (1-855-846-8376)

Restrictions apply. Not available in all areas. Limited to XFINITY<sup>®</sup> Internet Economy Plus service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, if a customer is determined to be no longer eligible for the program but continues to receive Comcast service, regular rates will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or visit [InternetEssentials.com](http://InternetEssentials.com). ©2013 Comcast. All rights reserved. Internet Essentials is a program to provide home Internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.

**AFFORDABLE INTERNET**

**\$9<sup>95</sup>**  
a month  
+ tax

- No price increases
- No activation fees
- No equipment rental fees

**A LOW-COST  
COMPUTER**

**\$149<sup>99</sup>** Available at  
+ tax initial enrollment

**FREE**

**INTERNET TRAINING**

[InternetEssentials.com/learning](http://InternetEssentials.com/learning)  
Online, in person and in print





¿Cuánto más  
va a esperar  
tu familia por  
una mejor  
oportunidad?

## SERVICIO DE INTERNET BÁSICO<sup>SM</sup> DE COMCAST

Un hogar sin una computadora conectada al Internet es un hogar fuera de la realidad, tanto para los hijos como para los padres. Con el Servicio de Internet Básico de Comcast, tu familia puede pagar cuentas en línea, hacer sus tareas y estar conectada a familiares y al mundo de hoy. Tú podrías calificar para el Servicio de Internet Básico de Comcast si tu hijo califica para participar en el Programa Nacional de Almuerzos Escolares. Ayuda a tu familia a seguir adelante, desde la comodidad y seguridad de tu hogar y de una manera accesible.

Para más información o solicitar el servicio, visita: [InternetBasico.com](http://InternetBasico.com)  
O llama al: 1-855-SOLO-995 (855-765-6995)

Aplican restricciones. No está disponible en todas las áreas. Limitado al servicio XFINITY<sup>®</sup> Internet Economy Plus para nuevos clientes residenciales que cumplan con ciertos criterios. El precio publicado aplica a una sola conexión. Las velocidades pueden variar y no están garantizadas. Después de la participación inicial, si el cliente ya no es elegible para continuar en el programa pero continúa recibiendo el servicio de Comcast, se aplicarán las tarifas regulares. Sujeto a los términos y las condiciones del programa Servicio de Internet Básico de Comcast. Llame al 1-855-SOLO-995 (1-855-765-6995) para restricciones y más detalles o visite [InternetBasico.com](http://InternetBasico.com). Comcast © 2013. Derechos Reservados. El Servicio de Internet Básico es un programa para proporcionar servicio de Internet para el hogar a familias. No es un programa escolar, y no está respaldado ni requerido por su escuela. Su escuela no es responsable de las cuentas de Internet de Servicio Básico.

### INTERNET A UN PRECIO ACCESIBLE

**\$9<sup>95</sup>**  
al mes  
+ impuestos

Sin:  
• Aumentos de precio  
• Cargo de activación  
• Cargo de alquiler del equipo

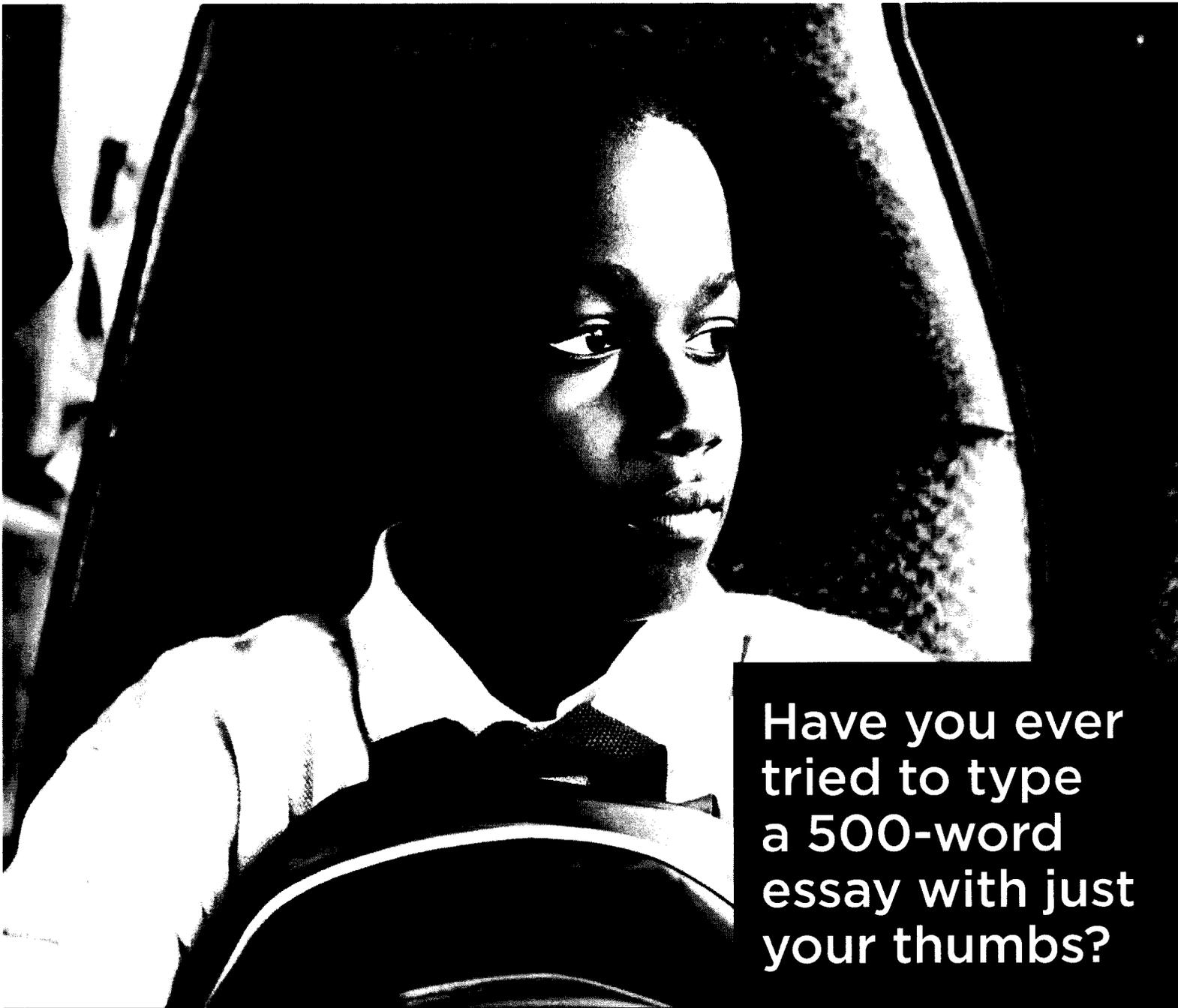
### UNA COMPUTADORA DE BAJO COSTO

**\$149<sup>99</sup>**  
+ impuestos  
Disponible al suscribirte

### Capacitación de Internet **GRATUITA**

[InternetBasico.com/aprender](http://InternetBasico.com/aprender)  
Disponible en el Internet, en  
materiales impresos y en persona.

  
COMCAST



Have you ever  
tried to type  
a 500-word  
essay with just  
your thumbs?

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

**You can do many things with a cell phone, but homework isn't one of them.** Your kids deserve the chance to do their homework on a computer at home.

With affordable Internet from Comcast, your child can do homework, email teachers, type book reports, get online tutoring and more. You may qualify for Internet Essentials if your child is eligible to participate in the National School Lunch Program. Help your child get ahead. Affordably.

To learn more or apply, visit: [InternetEssentials.com](http://InternetEssentials.com)

Or call: **1-855-8-INTERNET (1-855-846-8376)**

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COMPUTER**

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¿Alguna vez  
has intentado  
escribir un  
ensayo de  
500 palabras  
utilizando solo  
tus dedos  
pulgares?

## SERVICIO DE INTERNET BÁSICO<sup>SM</sup> DE COMCAST

**Tú puedes hacer muchas cosas con un teléfono celular, pero no la tarea.** Tu hijo se merece la oportunidad de hacer su tarea en casa y en una computadora.

Con el Servicio de Internet Básico de Comcast, tu hijo puede hacer su tarea, mandar correos electrónicos a sus maestros, hacer reportes, surfear en el Internet, tomar clases en línea y mucho más. Tú podrías calificar para el Servicio de Internet Básico de Comcast si tu hijo califica para participar en el Programa Nacional de Almuerzos Escolares. Ayuda a tu hijo a seguir adelante, de una manera accesible.

**Para más información o solicitar el servicio, visita: [InternetBasico.com](http://InternetBasico.com)**  
O llama al: **1-855-SOLO-995 (855-765-6995)**

### INTERNET A UN PRECIO ACCESIBLE

**\$9<sup>95</sup>**  
al mes  
+ impuestos

Sin:  
• Aumentos de precio  
• Cargo de activación  
• Cargo de alquiler del equipo

### UNA COMPUTADORA DE BAJO COSTO

**\$149<sup>99</sup>**  
+ impuestos

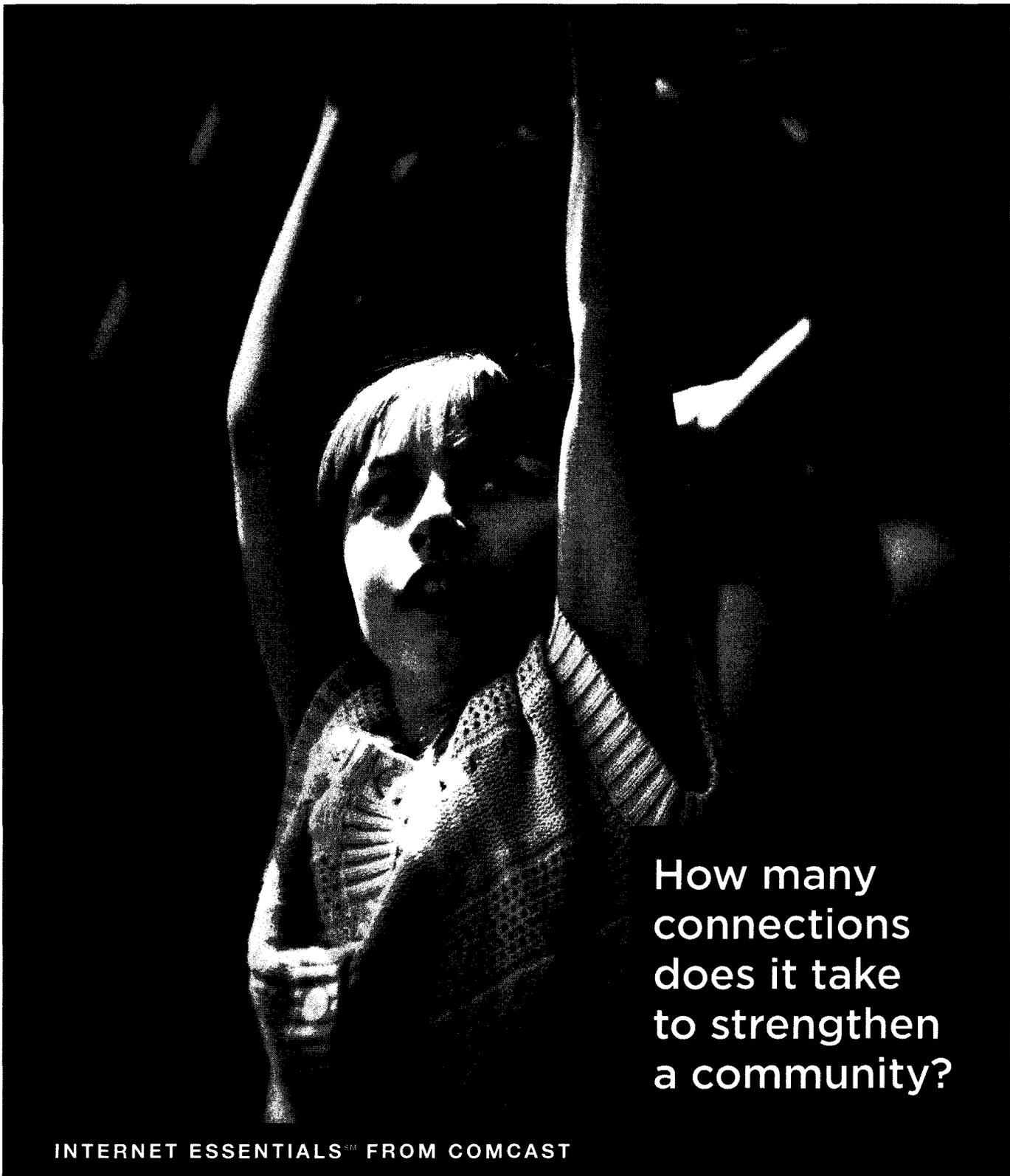
Disponible al suscribirte

### Capacitación de Internet **GRATUITA**

[InternetBasico.com/aprender](http://InternetBasico.com/aprender)  
Disponible en el Internet, en  
materiales impresos y en persona.

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COMCAST



How many connections does it take to strengthen a community?

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

Even today, many communities can't afford home Internet. Our children deserve the chance to do their homework on a computer at home.

With Internet Essentials from Comcast, your family can:

- Do homework
- Type book reports
- Email teachers
- Pay bills
- Look for jobs
- Find doctors

You may qualify for Internet Essentials if your child is eligible to participate in the National School Lunch Program.

To learn more or apply, visit: **InternetEssentials.com**  
Or call: **1-855-8-INTERNET (1-855-846-8376)**

**AFFORDABLE INTERNET**

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**A LOW-COST COMPUTER**

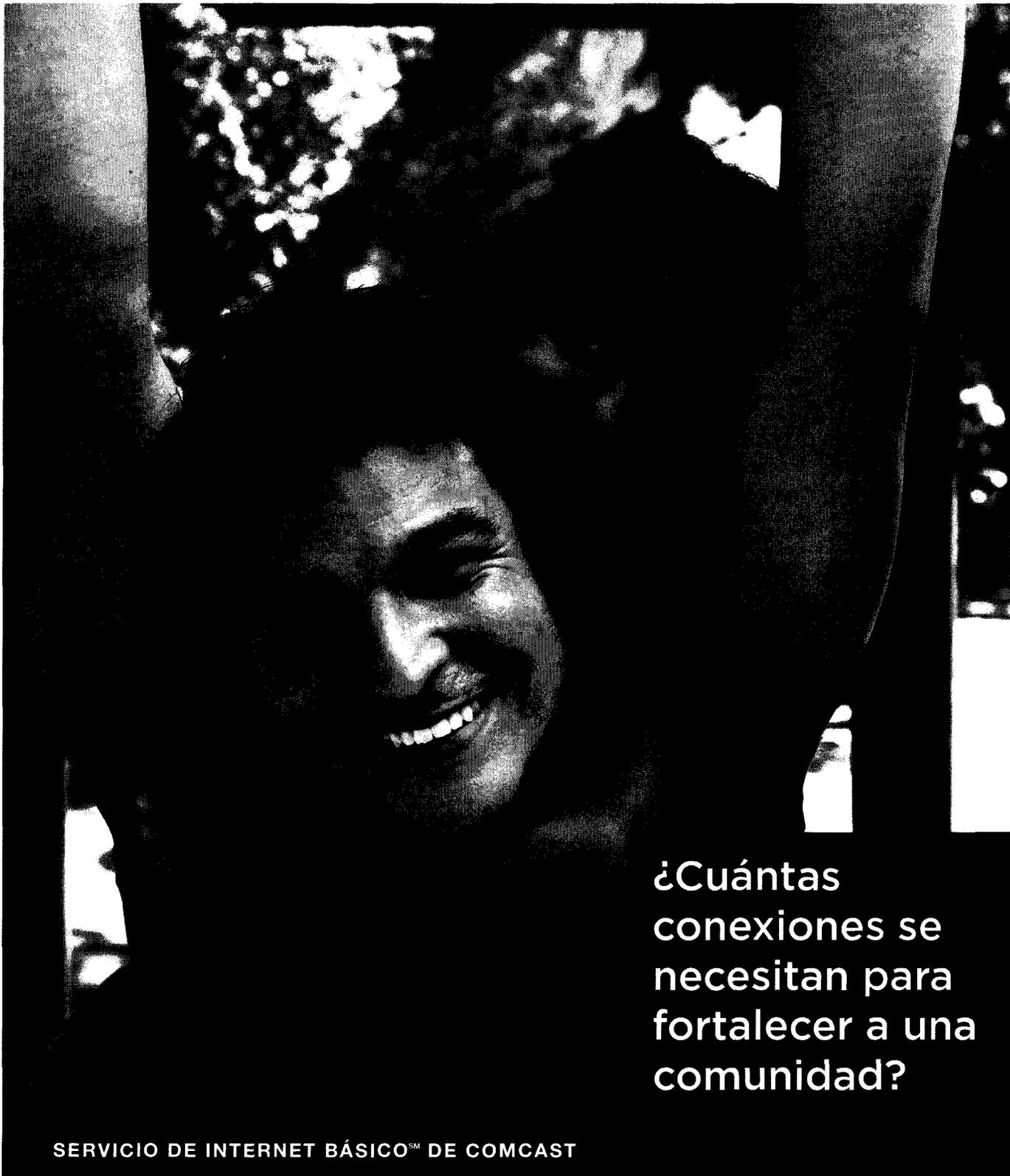
**\$149<sup>99</sup>** Available at  
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¿Cuántas conexiones se necesitan para fortalecer a una comunidad?

## SERVICIO DE INTERNET BÁSICO<sup>SM</sup> DE COMCAST

Hoy en día, muchas comunidades no pueden permitirse tener Internet en casa. Nuestros hijos se merecen la oportunidad de hacer su tarea en una computadora en casa.

Con el Servicio de Internet Básico<sup>SM</sup> de Comcast, tu familia puede:

- Hacer su tarea
- Buscar trabajo
- Escribir reportes escolares
- Pagar cuentas
- Mandar correos a maestros
- Buscar médicos

Tú podrías calificar para el Servicio de Internet Básico<sup>SM</sup> de Comcast si tu hijo califica para participar en el Programa Nacional de Almuerzos Escolares.

Para más información o solicitar el servicio, visita: [InternetBasico.com](http://InternetBasico.com)  
O llama al: 1-855-SOLO-995 (855-765-6995)

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al mes  
+ impuestos

- Sin:
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  - Cargo de activación
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**UNA COMPUTADORA DE BAJO COSTO**

**\$149<sup>99</sup>**  
+ impuestos

Capacitación de Internet **GRATUITA**

[InternetBasico.com/aprender](http://InternetBasico.com/aprender)  
Disponible en el Internet, en materiales impresos y en persona.

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**COMCAST**