NCSL Legislative Summit
Connecting Rural Communities
August 1, 2022
Broadband Kept Us Going During COVID


Comcast Average Upstream and Downstream Usage per Customer (GB)

More than 4 in 5 adults (84%) rate their home Internet positively, including 36% who rate it as excellent.

Morning Consult (April 2021)
Tremendous Value for Consumers

CPI-U Unadjusted Percentage Change
June 2021 – June 2022

Note: the CPI adjusts for quality by measuring the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services.

Source: Bureau of Labor Statistics

Source: NCTA
Comcast is Part of the Access Solution

As of July 1, we’re leveraging nearly $70 million of our private capital to participate in subsidy programs valued at over $140 million that will extend fiber networks to more than 27,000 homes in 12 states – with hundreds of millions of dollars in additional applications in the pipeline.

And this is just the beginning.

Global Leader in Advanced Network Technology
• 10G enables multi-gigabit upload and download speeds over the connections already in tens of millions of American homes.
• Exceed customers’ current needs to stay well ahead of future demand.
• Double our network capacity every 2.5 years.
• $20B from 2017-2021 to evolve and grow network.
• Nationwide fiber backbone with almost 260,000 sheath miles of fiber – 50,000 new route miles in last five years alone.

Resilience and Security
• Track record of keeping customers’ connections secure.
• Proactively monitor and maintain our network 24/7.
• 6 billion cyber threats blocked from Jan. - Aug. 2020 – ~104 per HH per month.
• Comcast Business was awarded a 10-year contract by the DoD’s Defense Information Systems Agency to establish Commercial Ethernet Gateways providing Ethernet connections to its Defense Information Systems Network in the Northeastern U.S.
• Engineering and technical operations teams work around the clock to maintain reliability and support customers.

Experience and Scale
• Decades of experience building broadband networks.
• Track record of completing projects on or ahead of schedule.
• Technicians, call center agents and backend support employees to care for additional customers.
A Long-Standing Commitment Centered on Customer Need

Comcast is on a mission to drive digital equity through connecting the unconnected, providing digital skills training, and subsidizing devices. We make the biggest impact when we convene partners across industries, community-based organizations, and government agencies.

Internet Essentials/Internet Essentials+
Nation’s largest and most comprehensive broadband adoption program for low-income Americans.

Includes:
- 50/10 Mbps @ $9.95 OR 100/10 Mbps @ $29.95
- Dell Laptop Option @ $149.99
- Digital skills training
- Access to Xfinity WiFi Hotspots
- No credit check, term contract, or cancellation fees

Launched in 2011; Updated 2022

IE Partnership Program
Streamlines broadband adoption among students and families through a sponsored service model; IEPP supports the ECF program.

Includes:
- 50/10 Mbps @ $9.95 OR 100/10 Mbps @ $29.95
- Dell Laptop Option for families @ $149.99
- Digital skills training

Launched in 2019

Lift Zones
WiFi-connected spaces to help low-income families fully participate in educational opportunities and the digital economy away from home.

Includes:
- Comcast Business Gigabit service for free
- Content & Programming
- Employee Volunteers

Launched in 2020

• Internet Essentials has increased local employment rates and earnings of eligible individuals, driven by greater labor force participation and decreased probability of unemployment. Internet use increased substantially where the program was available.

• Internet Essentials was responsible for narrowing the income-broadband gap by as much as 40 percent.

-Wired and Hired: Employment Effects of Subsidized Broadband Internet for Low-Income Americans, University of Maryland, George W. Zuo, 2021
Digital Navigators are Part of the Adoption Solution

Digital Navigators are individuals trained to advance digital inclusion in their local communities.

Digital Navigator programs are based in community orgs (e.g., libraries, health centers, nonprofits), which foster trust and connect to broader support systems.

According to a recent study, users reported that the support of digital navigators was critical.

Overcame adoption barriers:
- 66% now have an internet connection or a computer or tablet at home.

Strengthened digital skills:
- 86% have used more technology, including for jobs, health care, and benefits.

Improved digital comfort:
- 80% feel more confident or safer using technology.

Sources: BCG and Comcast National Survey on Digital Navigators, January 2022; BCG analysis.
Note: N=1,507 Unweighted