Operator: All right. You may begin.

Charlie Douglas: Thanks, (Justin). Good morning, everyone. Welcome to our Third Annual Internet Essential Progress Report Press Conference. With us is David L. Cohen, Executive Vice President of Comcast Corporation and John Horrigan, Head of Research for the FCC’s National Broadband Plan and a former research director with Pew Research Centers Internet and American Life Project.

David is going to make several announcements about Internet Essentials as well as provide details about a number of milestones and program enhancements. Dr. Horrigan will present new topline research based on a new study of Internet Essentials customers. It provides insights on policies that can inform the design of effective Broadband Adoption programs.

Dr. Horrigan’s full report as well as a press release, factsheet, blog post and more can be found at comcastcorporation.com and after David and John finish their remarks, we will open the line for a brief Question and Answer period. With that said, we’ll turn it over to David Cohen. David?

David L. Cohen: Charlie, thanks very much and thank you all for joining us today and special thanks to John Horrigan for his work and for joining us today as well. So, over the past few months the Digital Defined and online
education have become a hot topic of conversation. President Obama has announced his Connect Debt Program which has a goal to connect 99 percent of our countries’ students to true high-speed internet service within the next five years.

FCC Chairman Tom Wheeler also announced plans to invest an additional $2 billion over the next two years to support broadband networks in schools and libraries. At Comcast we are proud to join the President’s call to action as we announce today an extension and enhancement of our multi-year commitment to close the Digital Divide.

We officially announced Internet Essentials in May 2011 and it is now Comcast’s signature, community investment priority and the nation’s largest and most comprehensive Broadband Adoption program. To review, it provides eligible low-income families with low-cost broadband service for $9.95 a month; the option to purchase a computer for less than $150 and multiple options for Digital Literacy Training in print, online and in person.

The program is designed to address all the major barriers through Adoption that John Horrigan’s research actually identified initially and that repeated research is confirmed are the differences between population to adopt broadband and those who don’t.

Since the beginning of the program, Comcast has invested more than $165 million in cash and in kind support to help fund digital literacy initiatives nationally and we’ve been able to reach more than 1.6 million people through our nonprofit partners. Since its origin as a voluntary three-year commitment at the time of our NBC universal transaction, we have expanded and strengthened Internet Essentials so many times and in so many different ways that it barely resembles our initial vision.

So, for example, we have expanded the eligible population by more than 30 percent to include students eligible for reduced lunches; not just free
lunches, under the National School Lunch Program. And then we further expanded eligibility by including outreach to parochial, private, cyber school and home-schooled students.

We’ve increased the speed of the service twice from 1.5 meg down to 3 meg down and then to its current 5 meg down. We have streamlined enrollment by creating an instant approval process for students who attend schools where 70 percent of them are eligible for the National School Lunch Program and that also resulted in an expansion of eligibility because any student in those schools is eligible for instant enrollment even if they’re not eligible for the National School Lunch Program.

And we’ve created a convenient online application tool in both English and Spanish to facilitate online registration for the program. Partners are becoming essential component of our success and I would be remise if I did not note and acknowledge the incredible support we receive from partners, governmental and nonprofit throughout the country. This program would not be what it is without their support.

And our newest example of that involves Khan Academy with which we are finalizing a multi-year, multi-million dollar partnership. That will be one of the largest commitments we’ve ever made to a nonprofit partner and we do that because we think that Khan’s free world-class online educational resources should be available to all families irrespective of income and we’re excited to have the opportunity to promote Sal Khan and his team, side by side with Internet Essentials.

So today we’re here to give you an update on the progress of the program and to make some other announcements and I’m going to start by reporting that we have reached another milestone in our progress. The momentum continues. Today I’m proud to announce that we have now signed up 1.2 million low-income Americans or 300,000 families to the internet at home through Internet Essentials.
And just think about that for a second. 1.2 million people is about the population of Dallas, Texas or the entire state of Maine and it’s twice the population of Washington D.C. So second, while this is probably the worst kept secret in America, I am also pleased to officially announce that we are extending Internet Essentials indefinitely; beyond our initial three-year commitment which was technically supposed to end this coming June.

So why are we doing that because it’s just that important. It’s the cruel irony that I’ve talked about before with the internet having this transformative potential to level the playing field and provide equal access to education, healthcare, vocational opportunities, news and even entertainment and yet the Digital Divide shows in certain neighborhoods in America you’ve got broadband penetration – Broadband Adoption at home at 15, 20 or 25 percent of the population while other neighborhoods enjoy Broadband Adoption at 75, 80 or 90 percent of the population.

And so that cruel irony is that instead of leveling the playing field, instead of equalizing opportunity, the internet is actually exacerbating differences because of the Digital Divide and that is the issue that Internet Essentials was designed to address.

So as we look ahead, we know there is much more work to be done. With the recent announcement of our merger with Time Warner Cable, we see a tremendous and an exciting opportunity to bring the benefits of Internet Essentials to millions of additional families in cities like New York, Los Angeles, Dallas, Kansas City and Charlotte, to name just a few.

I’m thrilled that after the Time Warner Cable transaction closes, Internet Essentials will be available in 19 of our nations, 20 largest cities. That’s going to be a tremendous enhancement to the eligible population for this program and we look forward to expanding the benefits of closing the Digital Divide to a larger footprint upon the close of the Time Warner Cable transaction.
So my next set of announcements relates to our Gold Medal Recognition Program which we announced last year. That program was designed to acknowledge and reward the tireless efforts of our community partners nationwide and their significant role in helping to close the Divide. So we’ve created a competition - there’s nothing like a little bit of friendly competition to try and incent school districts and other local partners to really up the ante on Internet Essentials.

And what better time than right after the winter Olympics in Sochi to announce our winning Gold Medal Communities. As part of the program, we are going to make more than $1 million in grants to dozens of digital literacy and nonprofit community partners in these Gold Medal Communities because of all the work that those communities have done to connect families to home broadband through Internet Essentials.

These grants will enable these communities to create what we’re calling Internet Essentials Learning Zones. These networks of partners and institutions will work together to create an entire continuum of connectivity that begins online in a classroom, extends to libraries, computer labs and after school programs and then ends in the home.

So we have 15 grant recipients and I’m delighted to announce them here. Obviously, the names are in the press materials that are being released. So we have six communities with the largest school districts and the nonprofits and those communities will receive $100,000 each and they include in alphabetical order: Atlanta, Chicago, Denver, Fresno, Miami, and Palm Beach.

We have another six communities with medium-size school districts who will receive $50,000 for their nonprofit partners and they include: Aurora, Colorado; Collier, Florida; Elk Grove, California; Seattle, Washington; St. Paul, Minnesota; and Tacoma, Washington.
And then we have three communities with small school districts who will receive $25,000 for their nonprofit partners and they include: Adams County, Colorado; Cicero Berwyn, Illinois; and Pasadena, Texas. Now because of the way we did this – we started this program, there were some school districts that got off to a rough start or a slower start and we wanted to incent all of them to lean in and attempt to close the Broadband Adoption gap as well.

So we’re going to recognize five school districts that have made the most significant improvements over the past two years in getting more families connected and we’re recognizing them as our most improved communities in the country and they include: Baltimore, Maryland; Lee, Florida; San Francisco, California; Stockton, California; and my hometown of Philadelphia, Pennsylvania and I believe we have a special guest with us on this call, my Mayor and a good friend, Michal Nutter from Philadelphia.

So Mayor if you are on the call, love to hear your reactions to the difference that this program is making in Philadelphia.

Michael Nutter: David, I am on the call and thank you so, so very much. What a fantastic announcement today and I commend and want to congratulate all of those cities regardless of category. Unlike the Olympics, we are all winners in this particular competition at varying levels but closing the Digital Divide and providing access to the internet – David, as you know, I was talking about the internet as the access issue in the 21th Century so let me congratulate you again and certainly the entire Comcast team right at the top of course, Ralph and Brian Roberts and the entire organization.

We’re proud to be recognized as a most-improved community and we still have more work to do but we have made significant gains through our schools, our libraries and our recreation centers to get families online. As you mentioned earlier, Internet Essentials launched in May of 2011 as
Comcast Signature Community Investment Initiative. We’re proud to be a part of that.

Now of course the nation’s largest broadband internet adoption program and of course Comcast, we get to call Philadelphia their home and soon to be expanding their footprint in Philadelphia. Internet essentials provides low-income families with, of course, low-cost internet service. The option to purchase or have access to in the home, a low-cost computer and Digital Literacy Training.

We do have some challenges here in Philadelphia; probably the rate much too high although in recent times it has come down. But still, a little more than 30 percent of our Philadelphia residents do not have access to the internet and that school children not able to do homework, that’s mom or dad or grandma, grandpa, aunt or uncle looking for a job that most of which are found on the internet or other research or information that people are looking for.

So, this announcement today is fantastic. 1.2 million Americans, 30,000 families connected through Internet Essentials. Obviously now with this announcement, expanding indefinitely beyond the initial three-year commitment and this merger which again as many people know I’m a strong supporter of the Comcast Time Warner cable merger but Internet Essentials will now as David said earlier, be available in 19 of the 20 largest cities in the United States of America.

This is in fact a big win not only for us here in Philadelphia but for young people and those young at heart all across the nation. So thanks for giving me an opportunity to talk about this. I’m proud of this program. I talk about it on a regular basis. I have to remind folks that I am not on commission at Comcast but it is an incredible bargain and it’s a real deal and it’s about access and access is freedom to do what you need to do so congrats David and the whole team.
David L. Cohen: Well, Mayor thank you very much. Congratulations to you and to our 19 other Gold Medal Communities and hang in there with me for one second because I’ve got one more surprise announcement for our Gold Medal Communities.

Michael Nutter: Oh.

David L. Cohen: So in addition to these grants and Mayor you said it right. I mean, we’ve made progress. We have much more progress to do. So we want to jumpstart that progress so in these 20 Gold Medal Communities – this is not a national offer, I want to emphasize that but in these 20 Gold Medal Communities, Internet Essentials families and these communities who are not currently customers and who will call in or go online to sign up for Internet Essentials in the next two weeks; that is if they do it between now and March 18th, we will give them six months of Internet Essentials service for free.

Michael Nutter: Wow.

David L. Cohen: We have a one-time offer over the next two weeks and Mayor if I can my challenge to you and to the leaders in all these 20 Gold Medal Communities is to help us blow the barn doors off and really try, really try and drive Broadband Adoption to get people to call in and sign up. Again if they call in the next two weeks –

Michael Nutter: Right.

David L. Cohen: - or register online in the next two weeks, they get six months of Internet Essentials service for free.

Michael Nutter: Well, I have a speaking engagement in about 20 minutes. I’m going to mention this at that event and then work with your team on maybe some PSAs that we can run here in the city. I’m going to talk about this at virtually every event I attend over the course of the next two weeks so I
want to get together with the team ASAP and figure out how we put together our blitz; multimedia blitz.

David L. Cohen: Like I say, we’re doing our part. We have designed a PSA for this and we will be launching that PSA in the next couple of days in these 20 Gold Medal Communities including in Philadelphia.

Michael Nutter: All right. So, I’m up for the challenge; we’re on.

David L. Cohen: All right; you got it. Thanks Mayor. I appreciate you joining us.


David L. Cohen: Thanks. So before I turn this call over to Dr. Horrigan, let me just mention a quick update on some other key milestones through the end of 2013. So we just talked about PSAs but to date, we broadcast more than 3.6 million PSA spots to promote this program with a value of nearly $48 million. We’ve sold more than 23,000 subsidized computers to Internet Essentials’ customers.

As I mentioned, we provided free digital literacy support to more than 1.6 million people. We’ve now distributed more than 33 million Internet Essentials brochures for free. We’ve had more than 1.8 million visits to the Internet Essentials’ websites and the online learning center and by the way, traffic to the learning center increased 154 percent in 213 compared to 2012.

We’ve now fielded more than 1.9 million phone calls to our Internet Essentials’ call center and as I mention, this would not have happened without our more than 8,000 community-based organizations, governmental agencies and federal state and local officials.

So, huge progress to date and as gratifying as it is, we recognize we still have a long way to go. We knew at the outset this was not going to be an
easy task. But we said we were willing to stick with it by extending the program and continuing to make enhancements, were remain firmly committed to the important cause of helping low-income families get online at home and to take advantage of all that the internet has to offer.

And that gives me great pleasure to introduce John Horrigan. As Charlie said, John got his start in this space with the Pew Research Centers Internet in America Life Project, former FCC chairman; (Julius Janokowski) and (Blair VanPatjon) to help craft the national broadband plan. We think John has done more research and is really the seminal data-driven voice in the country on Broadband Adoption-related issues.

And we’re very pleased to partner with him on a new study that I’ll let him describe which is also being released today that provides real insights on policies and practical suggestions about how we can improve the design of effective Broadband Adoption programs. So it gives me great pleasure to introduce John Horrigan. John, the call is yours.

John Horrigan: Thank you very much, David. What we’re releasing today is a new report called the Essentials of Connectivity and it offers new insights on how to get lower income Americans online. Let me first discuss how we arrive at these insights through this research.

We have done it through a unique survey of 1,969 Internet Essentials customers who are recent broadband adopters. They signed up for Internet Essentials service in the latter part of 2013. The respondents are low-income families with children and as somebody who’s done a lot of survey research over the years, let me tell you that it’s unique to have almost 2,000 respondents who have recently gotten broadband internet service to be part of a survey. So it gives us an opportunity to do a truly data drive examination of how the Broadband Adoption works for people and how we can gain new insights from the data to get more Americans online.
So we think of the new report as a playbook for connectivity for stakeholders and the public, private and philanthropic sectors who are interested in increasing Broadband Adoption rates.

The survey and the report offers two critical insights into how new broadband users engage with the internet which in turn has two important lessons for stakeholders. First, the insights. One, expectations are big drivers of Adoption; both from schools and from other institutions. 98 percent of the families in the survey said that they got Internet Essentials because their kids needed it for school and 60 percent said that teachers at their school – children’s schools influenced the decision to get Internet Essentials.

But we also found out that there are broader forces that help non-adopters see the value of home internet services. We asked respondents whether institutions they encounter on a day-to-day basis expect them to have broadband at home and among our respondents, 83 percent said that schools expect them to have home internet access but also 65 percent said that banks and financial institutions expect them to have home internet access; 53 percent said that health insurance companies expect them to have home internet access and 50 percent said that government agencies expect them to have home internet access.

And finally, 49 percent of Internet Essentials respondents said that their jobs or their employers expect them to have home internet access. So the first insight is important; expectations matter in learning people to use the internet.

Second insight is the role of social networks. Social networks are an important ingredient to Broadband Adoption and engaged use. There’s a fair amount of research in the past that shows that when people have lots of tech users around them, they have a greater likelihood of adopting technology. This is actually a core idea in the study of the dissemination of technology.
In this research, we have a new insight that shows how strongly and quickly this social effect can be when it comes to broadband and mobile access, not just on adopting technology but the intensity of use. We asked people whether all or most of the people in their community have internet access at home and 50 percent said, yes, lots of people around them have internet access at home.

For those people – those people who were within a fairly dense social technology environment, they were much more likely to use the internet several times a day than those who did not. So, people with dense tech social networks were 30 percent more likely to use the internet intensely on a typical day; 66 percent of those users said that they log on and use the internet several times a day. For those without dense social technology networks, 51 percent said that they use the internet several times a day.

So those who have many home internet users in their community are also more likely to report that the internet helps them a lot in various aspects of their lives; whether that is staying in touch with family and friends, their kids’ school work or looking for work or applying for jobs.

So these two insights have two important lessons for stakeholders interested in increasing Broadband Adoption. One, entities that believe the internet is an effective and efficient way to deliver services must also invest in training to get people online. This means that schools, governments, economic, development officials have to see Broadband Adoption as an important complementary part of their mission.

This goes to a key finding of the survey pertaining to training. 29 percent of Internet Essentials’ customers had taken advantage of Comcast offered training, either the online survey – online learning center that Comcast offers or in-person training that Comcast makes available to them and these people are more likely to say that the internet positively impacts their lives.
So we have this confluence of expectations with training accelerating the process more for those who take advantage of training that basically shows that people are open to using the internet but also the institutions that expect them to have home internet access have to be part of the solution to getting them online through complementary investments that should become part of the missions of institutions; whether at schools, economic development officials or financial institutions.

The other key insight is that place and technology can come together to really accelerate adoption pathways for new users. The strong role that social networks play and use such patterns is a key finding from the survey but that posted the challenge of how to emulate that effect for the half of the survey respondents who may not have the less of internet users in their social networks.

We find that play space initiatives are part of the answer, community nonprofits or libraries where people can first go to learn about technology but then to learn from one another. It’s also important for these kinds of play space initiatives to understand the technology context of new internet users. We did find that about 3/4 of Internet Essentials’ respondents have in the past used the internet from someplace other than home before getting service; 57 percent have Smartphones and 50 percent of respondents once had home internet service.

So because these respondents do have some exposure to technology, this creates an opportunity to use the power of today’s technology to help further their Adoption – Broadband Adoption process. So for that reason, online learning resources such as Kahn Academy which as David mentioned are very key parts of the equation of getting people online.

So let me just wind up by saying that we found over the past several years in looking at that issue whether it’s with today’s research based on Comcast Internet Essentials’ users or past research conducted at the FCC
that there is a playbook for getting people online. It means partnerships; it means schools working with entities like Internet Essentials to help families get people online.

But Broadband Adoption is not necessarily the easiest problem in the world to solve because there’s not just a switch you turn on to solve the problem or get to the solution. It takes investment, leadership, patience and stick-to-it-tiveness over time to really move the dial. But it is a solvable problem.

Today’s report, the Essentials of Connectivity Playbook offers a roadmap and an opportunity to reenergize the policy discussion on how to promote digital inclusion in the United States. Thank you.

(Male): John, thanks very much and (Justin) we can open up the line for at least a few questions; ten minute or so.

Operator: Now at this time, if you would like to ask a question, you may do so by pressing and then the number one on your telephone keypad. Again, that is star, then the number one. We’ll pause for just a moment to compile the Q&A roster.

And your first question comes on the line of Bob Fernandez.

Bob Fernandez: Hi David; hi John. Thank for having the call.

(Male): Hi Bob.

Bob Fernandez: Good morning. So I just have a few questions; I’ll just read them out and perhaps you can just all answer them, OK.

(Male): Go ahead.
Bob Fernandez: OK, thanks. David, you mentioned in this release that there’s 300,000 families that you’ve signed up. Is that a consistent figure or is that the current number now, have you looked at churn in that number; in other words, maybe 300 signed up but it’s actually only down to 225 or 175.

David L. Cohen: So the answer is we report and we simply report signups so that’s program inception to current; 300,000 families have signed up; 1.2 million Americans.

Bob Fernandez: OK so some of those may have dropped off but you signed up 300,000.

David L. Cohen: Correct.

Bob Fernandez: You don’t know how many stayed; like it’s all telecom service. It could be churn then?

David L. Cohen: It’s all apples – by way, Bob, it’s like one question per person; so you’ve now asked two; so it’s 300,000 families have signed up; that’s apples to apples what we’ve been reporting since inception of the program.

Bob Fernandez: Um –

David L. Cohen: Go ahead.

Bob Fernandez: OK, the 300,000 is a big number; it’s a nice number. It’s definitely bigger than what the industry program is doing. It still seems low to be when you compare it to your 50 million households past. The second – my last question to you David would be, these research findings –

David L. Cohen: Is that question? I mean –

Bob Fernandez: Yes, do you think the 300 is –
David L. Cohen: Of the 50 million households past, the vast majority of the are not eligible for the program so remember we have 20 million high speed data - we have almost 20 million high speed data customers so you know overall, we’ve got 40 percent penetration against our 50 million households past.

In terms of the eligible families for this program, you know, we’re beginning to approach 9 or 10 percent of the eligible families and we’ve done that in 2 1/2 years. It’s taken us – you know, it’s taken us 15 years to get to 40 percent penetration on the entire population.

So you know we think it’s – we think it is an extremely significant number. It dwarfs the number that anyone has ever been able to accomplish in this space. As John said, this is a very difficult problem to be able to address in 2 1/2 years to be able to get to this percentage of the eligible population, we think is an enormous and an extraordinary accomplishment and by the same token, we’re not saying we’re done.

That’s why we’re announcing – we’re extending the program indefinitely because we want – I mean we would be – nothing would make us happier than to get Broadband Adoption in a low-income population equivalent to Broadband Adoption in the population as a whole. And it’s just – that’s just going to take a long time but we’re signed up to do everything we can to continue to move that needle, OK.

Next question, Operator:

Operator: And your next question comes on the line of (Mag Orn) and please one question.

(Mag Orn): Oh, OK. Oh gosh, I have two quick ones but, I guess my first question -

David L. Cohen: Just two quick ones and I’ll answer them.
(Mag Orn): OK, OK. The first question is you mentioned you kind of expanded the pool of eligibility. Can you explain that a little bit to me because I was looking I guess Free or Reduced Lunch; those numbers have – the qualifying numbers have changed since 2011 I believe.

David L. Cohen: So we started – we started with Reduced – so we started with Free –

(Mag Orn): OK.

David L. Cohen: We moved to Reduced. That move was a 30 percent increase in the eligible pool. Since then, we have also added parochial school students, home-schooled students, cyber-schooled students and that was a further enhancements and then we added and we said for any school where at least 70 percent of the kids are National School Lunch Program eligible, we’ll let anyone in that school sign up so it would include the 30 percent in that school who were not National School Lunch Program eligible.

We don’t really know what that number is; very hard to quantify that but that’s the series of expansions and eligibility that we’ve announced over the last 2 1/2 years.

(Mag Orn): OK, so the entire school if 70 percent qualify, then everybody in the school can get the Internet Essentials?

David L. Cohen: That is correct.

(Mag Orn): OK, OK, and then the other thing you know I wanted to ask Dr. Horrigan. I mean would you look at the Comcast; what they’ve done as sort of a – I mean is that a framework for what others could do to encourage the Broadband Adoption or I mean do you think some other – do you think there are some tweaks that need to be made?

John Horrigan: Well, I think the framework that Comcast has put together with Internet Essentials is a very strong solid framework for closing Broadband
Adoption gaps. It speaks directly to the barriers that research in the past has identified such as the monthly cost, making available a low-cost computer and making training resources available in addition to a lot of the messaging that Comcast does to really urge on people that internet is an important thing to have at home.

What the research does today is expands the lessons on what are the right ingredients for getting this to work. And I think an important takeaway is the role of institutions that aren’t just schooled in connecting low-income people to the internet because we found in the survey for example, that 65 percent of respondents said that banks or financial institutions expect them to have connectivity.

So if all these institutions whether they’re banks; whether they’re government agencies think, and they do, that electronic means of service delivery is effective and efficient for them, then a key finding from today’s research is they have to be part of the solution in terms of partnering with companies, whether it’s Comcast; whether it’s other providers in getting the connectivity to low-income people.

So that I would say is an important way to think about what this research is adding to the framework which is to expand the pool of institutions that really have to be part of the Broadband Adoption solution in the country.

(Meg Orn): Right, so do you think that it’s important to expand the pool even further of who qualifies so not just - maybe people who even have kids in the school system but, you know – I know for example a lot of seniors are low-income and they don’t have children at home. So, I mean, maybe David you can answer this.

Is there a way to expand this beyond school children and families or are you guys going to primarily concentrate on that going forward.
David L. Cohen: So, (Mag) this is a continuing question that we confront. I think, you know the program is only 2 1/2 years old. I think we finally got our feet underneath us. As (Bob’s) earlier question suggests, we have a lot of playing field in this population to cover yet but we constantly look at whether there are other opportunities and other low-income populations.

We did a pilot with AARP on older Americans last year and we’re setting the results of that pilot so it’s an active subject of discussion but at this point, we’re going to maintain our laser focus on this particular population.

Next question, Operator.

Operator: And your next question comes from the line of Todd Shields and remember one question.

Todd Shields: Hi, David, how are you?

David L. Cohen: Hi (Todd), how are you?

Todd Shields: Good. Hey who will you be visiting in Washington today to discuss the merger and what will your message be?

David L. Cohen: I don’t think that has much to do with Internet Essentials.

Todd Shields: No, it doesn’t but –

David L. Cohen: Yes, unlike news leaks, my major job in Washington today is talk about Internet Essentials but when I talk to folks in Washington about the Time Warner Cable transaction, I will be emphasizing really multiple different pieces, number one; the lack of any change to whatsoever in the competitive marketplace as a result of this transaction.
I will – I’ll continue to reinforce that putting two companies together and creating something less than 30 percent of the multi-channel video marketplace which is roughly where we were as a company after we acquired AT&T Broadband and Adelphia is not only the end of the world but creates appropriate scale and enables us to invest and roll out next generation products and services to Comcast and Time Warner Cable customers.

It will enable us to improve competition in the small or medium-size business market; will create a new national advertiser which can increase competition in that market and will allow us to extend the public interest benefits and the public interest programs that we launched in connection with the NBC Universal transaction to a broader footprint and we include in that our commitments to localism, to Free VOD, to children’s programming and to diversity and to Broadband Adoption including specifically the role out of Internet Essentials across the Time Warner Cable footprint.

Next question?

Operator: And your next question comes from (Elena Filute).

(Elena Filute): Hi, thanks for taking my call. How are you doing?

David L. Cohen: Fine, how are you?

(Elena Filute): I was wondering a couple of quick things. You’ve got 2.6 million eligible and about 300 enrolled, what accounts for only about 11 percent of folks actually signing up, though they can and then two, when you say this is the largest broadband expansion program, what exactly are you using for the measuring stick of that.

David L. Cohen: Well, let me do the second question first and then maybe I’ll ask John to help on the first question. But we call it the largest Broadband Adoption
program in the country and I’ll let you choose your benchmark. I mean it’s rolled out in more communities, more localities than any other program. The program applies in 30,000 schools and 4,000 school districts in America. It’s available in 39 states in the District of Columbia.

So simply from the size of the outreach, it’s larger than any other program. We’ve signed up more people than any other program. We’ve provided more promotional muscle behind the program than any other Broadband Adoption program. We have – we’re working with more community partners, nonprofit partners and government partners than any other Broadband Adoption program.

We’ve had – you know, we’ve provided more Digital Literacy Training in reaching 1.6 million Americans through our Digital Literacy Training initiatives than any other Broadband Adoption program has been able to reach. So pick your metric. I don’t think there’s a Broadband Adoption program in the country, private or governmental that has the reach or has had the impact of internet Essentials.

In terms of why we’ve only reach 10, 11 percent of the eligible population, I’ll start but I’ll turn it over to John. First of all, as I said, we’ve been promoting broadband nationally for 15 years and we’ve hit 40 percent of the homes that we pass so I mean broadband is – you know, broadband is incredibly important. I don’t want to minimize it but it is definitely not something that every single person subscribes to and this population is particularly difficult to be able to reach.

So – and John’s research actually goes to that so – John’s research goes to that so let me let him address that problem.

John Horrigan: Sure. One thing on the eligibility issue, you have 2.6 million people eligible in the footprint but keep in mind that some portion of that 2.6 million will have had broadband before Internet Essentials; families with children are – do have a greater likelihood of having broadband at home
than other population segments, even poor population segments so you know, 300,000 out of 2.6 million really the denominator should be a lot smaller.

The second thing to understand is that as David was suggesting, Broadband Adoption is a difficult problem. When I was at the FCC working on the National Broadband Plan, we conducted focus groups of low-income Americans who didn’t have broadband and they were typically very aware of the relevance of this service but these are people in economic hard straits so they do need that extra boost in affordability that Comcast Internet Essentials offers to get them online.

So I think I would characterize the rate of uptake of Comcast Internet Essentials as very strong over the past several years. If you want to compare it to the Commerce Department’s Broadband Technology Opportunities Program those programs which I think are very effective have reached 500,000 people over the past several years. So the rate of signup that Comcast has experienced I think has been very commendable.

I think with the research that we’re releasing today we have ways to expand the reach of Internet Essentials and expand the dialogue among stakeholders on what it means to get more people online.

David L. Cohen: So John, thank you very much. I want to thank everyone for joining us on this call today. Sorry for the limited time. You know, feel free to contact our corporate communications team if you have additional questions and we will certainly respond to them. And again, a special shout out and thanks to our 8,000 partners who have helped to make this program what it is today. I hope everyone has a great day.

Operator: And this concludes the call for today.

(Male): Thanks (Justin).
Operator: You’re welcome. This does conclude the call. You may now disconnect.

END

Important Information For Investors And Shareholders

This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval. In connection with the proposed transaction between Comcast Corporation (“Comcast”) and Time Warner Cable Inc. (“Time Warner Cable”), Comcast and Time Warner Cable will file relevant materials with the Securities and Exchange Commission (the “SEC”), including a Comcast registration statement on Form S-4 that will include a joint proxy statement of Comcast and Time Warner Cable that also constitutes a prospectus of Comcast, and a definitive joint proxy statement/prospectus will be mailed to shareholders of Comcast and Time Warner Cable. INVESTORS AND SECURITY HOLDERS OF COMCAST AND TIME WARNER CABLE ARE URGED TO READ THE JOINT PROXY STATEMENT/PROSPECTUS AND OTHER DOCUMENTS THAT WILL BE FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Investors and security holders will be able to obtain free copies of the registration statement and the joint proxy statement/prospectus (when available) and other documents filed with the SEC by Comcast or Time Warner Cable through the website maintained by the SEC at http://www.sec.gov. Copies of the documents filed with the SEC by Comcast will be available free of charge on Comcast’s website at http://cmcsa.com or by contacting Comcast’s Investor Relations Department at 866-281-2100. Copies of the documents filed with the SEC by Time Warner Cable will be available free of charge on Time Warner Cable’s website at http://ir.timewarnercable.com or by contacting Time Warner Cable’s Investor Relations Department at 877-446-3689.

Comcast, Time Warner Cable, their respective directors and certain of their respective executive officers may be considered participants in the solicitation of proxies in connection with the proposed transaction. Information about the directors and executive officers of Time Warner Cable is set forth in its Annual Report on Form 10-K for the year ended December 31, 2013, which was filed with the SEC on February 18, 2014, its proxy statement for its 2013 annual meeting of stockholders, which was filed with the SEC on April 4, 2013, and its Current Reports on Form 8-K filed with the SEC on April 30, 2013, July 29, 2013 and December 6, 2013. Information about the directors and executive officers of Comcast is set forth in its Annual Report on Form 10-K for the year ended December 31, 2013, which was filed with the SEC on February 12, 2014, its proxy statement for its 2013 annual meeting of stockholders, which was filed with the SEC on April 5, 2013, and its Current Reports on Form 8-K filed with the SEC on July 24, 2013, August 16, 2013 and February 14, 2014. These documents can be obtained free of charge from the sources indicated above. Additional information regarding the participants in the proxy solicitations and a description of their direct and indirect interests, by security holdings or otherwise, will be contained in the joint proxy statement/prospectus and other relevant materials to be filed with the SEC when they become available.

Cautionary Statement Regarding Forward-Looking Statements

Certain statements in this communication regarding the proposed acquisition of Time Warner Cable by Comcast, including any statements regarding the expected timetable for completing the transaction, benefits and synergies of the transaction, future opportunities for the combined company and products,
and any other statements regarding Comcast’s and Time Warner Cable’s future expectations, beliefs, plans, objectives, financial conditions, assumptions or future events or performance that are not historical facts are “forward-looking” statements made within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements are often, but not always, made through the use of words or phrases such as “may”, “believe,” “anticipate,” “could”, “should,” “intend,” “plan,” “will,” “expect(s),” “estimate(s),” “project(s),” “forecast(s),” “positioned,” “strategy,” “outlook” and similar expressions. All such forward-looking statements involve estimates and assumptions that are subject to risks, uncertainties and other factors that could cause actual results to differ materially from the results expressed in the statements. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking statements are the following: the timing to consummate the proposed transaction; the risk that a condition to closing of the proposed transaction may not be satisfied; the risk that a regulatory approval that may be required for the proposed transaction is not obtained or is obtained subject to conditions that are not anticipated; Comcast’s ability to achieve the synergies and value creation contemplated by the proposed transaction; Comcast’s ability to promptly, efficiently and effectively integrate Time Warner Cable’s operations into those of Comcast; and the diversion of management time on transaction-related issues. Additional information concerning these and other factors can be found in Comcast’s and Time Warner Cable’s respective filings with the SEC, including Comcast’s and Time Warner Cable’s most recent Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Comcast and Time Warner Cable assume no obligation to update any forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements that speak only as of the date hereof.