

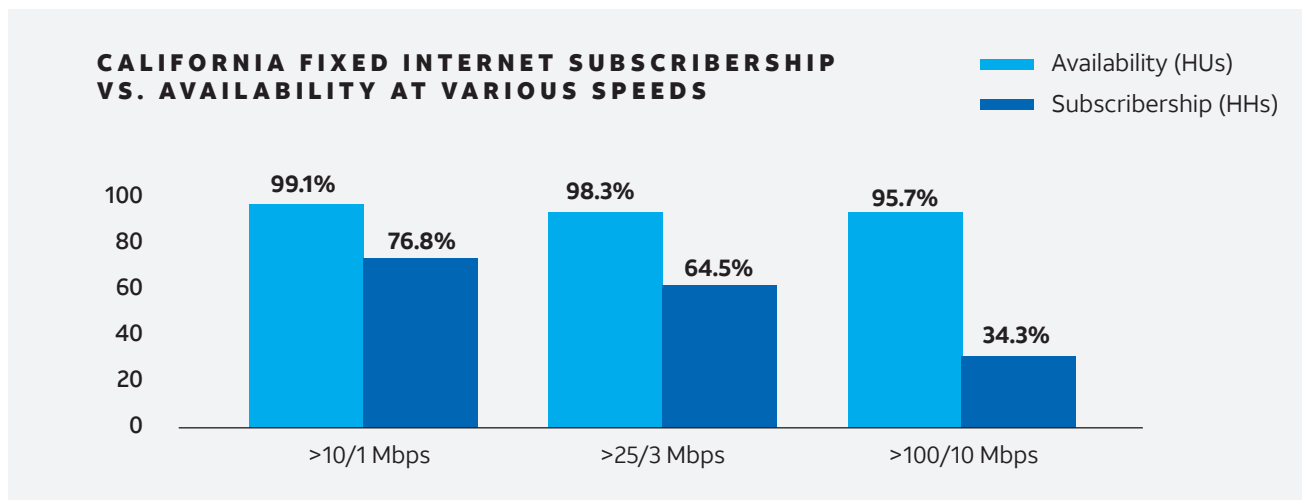
# Promoting the Adoption of Broadband Services in California

The COVID-19 pandemic has highlighted that broadband fuels jobs, education, health care, connectivity with our friends and family and much more. For families and educators dealing with school closures, moving the classroom into the home requires that students are connected to wired or wireless broadband networks. To help meet this need today and for the future, AT&T is expanding and enhancing our wireline and wireless IP-broadband networks, investing more than \$8.7 billion in California from 2017-2019.

**It is important to recognize that the benefits of high-speed broadband connectivity are only achieved if Californians with access to broadband services actually subscribe to the service.**

California policymakers are appropriately focused on increasing the availability of broadband, but we believe it is equally important to dedicate resources towards encouraging the adoption or subscribership of available broadband, which is significantly lagging behind in California.

**Publicly available data consistently demonstrates that there is a gap between adoption or subscribership rates and broadband availability across all internet speeds:<sup>1</sup>**



**As policymakers develop broadband policy, we encourage them to recognize these trends and consider ways to encourage consumers to use and subscribe to broadband services.**

- Promote policies that address the main barriers to adoption like digital literacy, concerns of internet importance, and equipment costs.
- Support a streamlined approach adopted by the Department of Education to get this funding distributed to the state and local level quickly.
- Leveraging funds from the Education Stabilization Fund created by the CARES Act will help ensure students and teachers have immediate access to the tools they need.
- Work with state and local education agencies, which are best positioned to understand how to use the funding most effectively to address the unprecedented educational needs precipitated by the pandemic.

AT&T is proud of our efforts to help make significant progress in closing the digital divide in our state, including offering our low-income Access services at 25/3 for \$10 a month.

**<sup>1</sup> Data sources:**

**Availability:** FCC Form 477, Census NBM Reports (as of December 31, 2018, most recent available). Under the FCC's current Form 477 reporting requirements, a census block (CB) is reported served by a particular speed/technology combination if at least one location is able to be served. The remainder of the CB's locations may or may not be able to receive the same service.

**Subscribership:** FCC Internet Access Services Reports (as of December 31, 2017, most recent available).

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