

## **CABLE COMPANIES: A 2020 UPDATE**

FAWN BARRIE – OREGON CABLE TELECOMMUNICATIONS  
ASSOCIATION

PAUL GROVE – COMCAST

BUSINESS OREGON  
BROADBAND ADVISORY COUNCIL MEETING

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## OREGON CABLE TELECOMMUNICATIONS ASSOCIATION

The mission of the Oregon Cable Telecommunications Association is to promote the well-being of the cable telecommunications industry through effective political and public relations, and educational activities.

- Collectively serve over 1,090,000 customers across Oregon
- Providing service to Oregon's schools, hospitals and medical clinics, and local communities



## COVID-19 & CABLE COMPANIES

- Increase in people working from home, schooling from home and communicating with friends and family via the internet
- Increased broadband demand
- Increased time that people are spending on the internet

*As Oregon faces an unprecedented public health crisis, members of the Oregon Cable Telecommunications Association have taken steps to ensure Oregonians can work and learn from home regardless of economic hardships*

## INCREASED RELIANCE ON BROADBAND

- Over 72 million homes and businesses across America subscribe to broadband delivered by cable providers
- Since March 1, national downstream peak growth is up 14.3%
- Since March 1, national upstream peak growth is up 22.1%
- Provider backbone networks have significant capacity and show no signs of congestion
- Upstream peak hours in many regions have shifted from late evening toward afternoon
- **According to NCTA, in Oregon:**
  - **Downstream growth is up 14% overall since March 1**
  - **Upstream growth is up 22.1% since March 1**
- 36% increase in mobile data use over WiFi on Xfinity Mobile

## CABLE COMPANIES' RESPONSE: KEEP AMERICANS CONNECTED

- Every OCTA member signed FCC's pledge to Keep Americans Connected, which was extended through June 30, 2020
- OCTA signed onto the Keep Americans Connected pledge as a supportive trade association
- As part of the pledge, members agreed to stop all service terminations for non-payment resulting from COVID-19 financial hardships
- All signatories also stopped charging late fees for residential or small business customers
- Ensured that Oregonians could stay connected during the public health emergency

## CABLE COMPANIES' RESPONSE: FREE WI-FI

OCTA members provided free access to Wi-Fi hotspots throughout the state

Wi-Fi hotspots available to all members of the public, not just subscribers

Comcast agreed to pause all data plans for 60 days and give all customers unlimited data at no additional charge



FREE OR  
REDUCED  
COST  
SERVICES

- 60 days of free internet service for low-income households, students and educators, no install charges
- Additional broadband programs available for low-income households
- Increased internet speeds for all customers
- Access to free news, information and education content for school-aged children
- No disconnects and no late payment fees if customers were unable to pay
- Suspended data overage charges, giving customers unlimited data for 4 months

## COMMUNITY CONTRIBUTIONS IN OREGON

- Partnered with Worksystems Inc. to provide nearly 300 laptops and 6 months of pre-paid internet access to low-income job seekers
- Provided connection for the COVID-19 emergency hospital at the Salem Fairgrounds
- Wired the Governor's Mansion
- Donated 2,800 N95 masks
- Contributed to the OCF Small Business Stabilization Fund
- Partnered with Portland Public Schools, Salem-Keizer School District and Portland Community College to assist low-income students during the crisis
- Donated airtime to run 1,000 COVID-19 public service announcement spots per week, including PSAs from the American Red Cross





## MOVING FORWARD

- Pledges to keep public hotspots open through 2020
- Continued offer of 60-days of free internet for low-income households
- Continued programs to offer low-cost broadband to low-income families and nonprofit organizations
- Continuing to work with customers facing financial hardships due to COVID-19 on payment plans and debt relief
- Partnering with school districts and community partners to increase awareness and to make internet more accessible for individuals and families

## COMCAST: OVERVIEW

- Appx. 725,000 Customers in Oregon (880,000 in OR/SW WA region)
- Service Area:
  - Portland-Metro Region
  - I-5 Corridor to Eugene/Springfield
- More than 1,700 Employees in Oregon
- More than \$1.1B Invested in Oregon since 2011
- More than 52,000 Households (208,000 Individuals) Served by Internet Essentials in Oregon since 2011



COMCAST:  
COVID-19  
RESPONSE/NETWORK  
PERFORMANCE

- FCC Keep America Connected Pledge
- Internet Essentials (IE) 60-Days Free
- Open Public Hot Spots (Appx. 40,000 in Oregon)
- Established Xfinity Assistance Program (XAP)
- Increase in Usage (Video, VPN) – Plateaued Over Time
- Peak Traffic Changes
- Network Performed Well – Engineered to Handle Spikes/Shifts



## COMCAST: MOVING FORWARD

### **Moving Forward: *Internet is Essential***

- Back to School/Distance Learning
  - IE 60-Days Free – 12/31
  - Open Hot Spots – 12/31
  - Sponsored Service Agreements
- Continued Community Partnership/Investment
- Customer Assistance
- Network Performance

