

XFINITY Internet Data Usage Plan, Unlimited Data Option and Flexible Data Option

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Overview

We are currently trialing the monthly XFINITY Internet data usage plans, Flexible Data Option and the new Unlimited Data Option.

XFINITY Internet Data Usage Plan

In selected areas, the data amount included with all XFINITY Internet tiers has increased to at least 300 GB per calendar month (from previous threshold of 250 GB). For customers who choose to use more than 300 GB in a given month, we will automatically add blocks of 50 GB to their account for an additional fee of \$10 each.

XFINITY Internet Flexible Data Option

In some areas, Economy Plus and Performance Starter customers have the option of enrolling in the Flexible Data Option, which provides a \$5 credit if total monthly data usage is less than or equal to 5 GB. However, if these customers use 6 GB or more of data in any given month, then they will not receive the \$5 credit, and will be charged an additional \$1 for each GB of data used over the 5 GB included in the Flexible Data Option.

XFINITY Internet Unlimited Data Option

In the South Florida and Big South trial areas, customers have the option of enrolling in the Unlimited Data Option. Customers enrolled in the Unlimited Data Option will pay a monthly recurring fee in addition to their monthly Internet service fee, regardless of how much data they use. The 300 GB data plan will not apply to them. The current monthly fee for the Unlimited Data Option is \$30 in the South Florida markets, and \$35 in the Big South region.

Non-Trial Areas

In non-trial areas, customers continue to have a 250 GB plan; however, this plan is not currently enforced while we evaluate the trial results.

Exclusions

Data usage plans do not currently apply to XFINITY Internet customers on our fiber-based Extreme 505 and Gigabit Pro tiers of service. Data usage plans also do not currently apply to Business Internet customers and customers on Bulk Internet agreements, negotiated with their apartment/unit complex.

Affected Areas

XFINITY Internet Data Usage Plan Only

Region	Market	Policy	Additional Usage
Mountain West	Tucson, AZ (as of October 2012)	<ul style="list-style-type: none"> 300 GB for Economy Plus through Performance tiers 350 GB for Performance Pro and Blast! tier 450 GB for Blast! Pro tier 600 GB for Extreme tiers 	\$10 per 50 GB over

Flexible Data Option Only

Region	Market	Policy	Additional Usage
California	Fresno, CA (as of August 2013)	Flexible Data Option (5 GB) for Economy Plus customers	\$5 credit under \$1 per GB over

Both XFINITY Internet Data Usage Plan and Flexible Data Option

Policy	Additional Usage
300 GB for all tiers	\$10 per 50 GB
Flexible Data Option (5 GB) for Economy Plus customers	\$5 credit under
	No credit and \$1 per 1 GB over

For all markets below:

Central Division

- Heartland Region: Central Kentucky (as of September 2013)

Northeast Division

- Greater Boston Region: Maine (as of December 2013)

XFINITY Internet Data Usage Plan, Flexible Data Option and Unlimited Data Option

Policy	Additional Usage
300 GB for all tiers.	\$10 per 50 GB
Customers who have purchased more than one XFINITY Internet service tier will receive a monthly plan that includes 300 GB per Internet service tier. For example, a customer with two XFINITY Internet services will be on a 600 GB plan.	
Flexible Data Option (5 GB) for Economy Plus and Performance Starter customers	\$5 credit under No credit and \$1 per 1 GB over
Unlimited Data Option	Additional fee, regardless of usage

Big South: \$35 per calendar month

Florida: \$30 per calendar month

For all markets below:

Central Division

Big South Region:

- Atlanta, GA (as of December 2013)
- Augusta, GA (as of November 2013)
- Charleston, SC (as of November 2013)
- Chattanooga, TN (as of December 2015)
- Galax, VA (as of December 2015)
- Gray, TN (as of December 2015)
- Houma, LA (as of December 2015)
- Huntsville, AL (as of November 2013)
- Jackson, MS (as of September 2013)
- Johnson City, TN (as of December 2015)
- Knoxville, TN (as of October 2013)
- Little Rock, AR (as of December 2015)
- Memphis, TN (as of November 2013)
- Mobile, AL (as of October 2013)
- Nashville, TN (as of August 2012)
- Savannah, GA (as of September 2013)
- Shreveport, LA (as of December 2015)
- Tupelo, MS (as of November 2013)

Unlimited Data Option available in Atlanta as of November 2015; all other markets as of December 2015.

Florida Region

- Fort Lauderdale, FL (as of October 2015)
- Miami and the Keys, FL (as of October 2015)

Non-Trial Areas

Currently, data plan trials are **not** taking place in the following areas. Customers continue to have a 250 GB plan, which is not currently enforced.

- Central Division
 - Florida Region (except for the South Florida markets, Miami-Fort Lauderdale areas)
 - Greater Chicago Region
 - Heartland Region (except for Central Kentucky area)
- Northeast Division
 - Beltway Region
 - Freedom Region
 - Greater Boston Region (except for Maine area)
 - Keystone Region
 - Western New England Region
- West Division
 - California Region (except for Flexible Data Option in Fresno)
 - Houston Region
 - Mountain West Region (except for Tucson area)
 - Oregon/SW Washington Region
 - Twin Cities Region
 - Washington Region

Impact to Comcast

Customers may call in with questions:

- **Data Usage:** For usage-related questions, including enrollment in the Unlimited or Flexible Data Options, transfer customers to the [Customer Security Assurance \(CSA\) Team](#).
- **FAQs:** For frequently asked questions, go to the following to email the article to a customer:
 - Non-trial areas: [Questions and Answers About Our Data Usage Plans](#).
 - Trial areas: [Questions & Answers About Our Data Usage Plan Trials](#).
- **Billing:** Comcast's Customer Security Assurance Team will handle all data usage-related billing disputes. Agents **must** transfer customers to the [Customer Security Assurance \(CSA\) Team](#).
- **Third Party Services:** If a customer calls in with any questions associated with the usage policy and how it relates to Net Neutrality, Netflix or observations about how XFINITY services are or are not counted relative to third party services, **do not** address these items with the customer. **Immediately** escalate to the [Customer Security Assurance \(CSA\) Team](#).

Impact to Customer

For XFINITY Internet Economy Plus and Performance Starter Customers in Trial Areas

- XFINITY Internet Economy Plus and Performance Starter customers will be able to take advantage of the Flexible Data Option. Internet Essentials customers are **not** eligible at this time.
- The Flexible Data Option provides a \$5 credit if a customer's total monthly data usage is less than or equal to 5 GB per month. However, if these customers use 6 GB of data or more in any given month, they will not receive the \$5 credit, and will be charged \$1 per GB for each GB of data used over the 5 GB included in the Flexible Data Option.
- Customers will receive notifications when they near, reach and exceed the 5 GB plan, as described in the [Method of Notification](#) section.
- Enrollment in the Flexible Data Option is managed by Comcast's [Customer Security Assurance \(CSA\) Team](#). Currently, there is no self-service for managing this feature.

- Note that the Flexible Data Option is **not** available in the Tucson trial markets. In Fresno, California, Central Kentucky and Maine, the Flexible Data Option is not available to Performance Starter customers, only to Economy Plus customers.

For XFINITY Internet Customers who Enroll in the Unlimited Data Option in Trial Areas

- Customers can choose to enroll in the Unlimited Data Option at any time for an additional fee of \$35 a month, regardless of how much data they use. Enrollment in this option goes into effect on the first day of the subsequent calendar month.
- Enrollment in the Unlimited Data Option is managed by Comcast's [Customer Security Assurance \(CSA\) Team](#). Currently, there is no self-service for managing this feature.
- Note that the Unlimited Data Option is currently available **only** in the South Florida (\$30 per month) and Big South (\$35 per month) trial markets.

For XFINITY Internet Customers in Trial Areas Who Exceed 300 GB Data and Are Not Enrolled in the Flexible Data Option

- For customers who choose to use more than 300 GB in a given month, we will automatically add blocks of 50 GB to their account for an additional fee of \$10 each.
- We're also implementing a three-month courtesy program. That means customers will **not** be billed for the first three times their usage exceeds the monthly 300 GB plan.
- Customers will receive notifications when they reach the 300 GB plan and can be notified when they near or exceed it as well, as described in the [Method of Notification](#) section.

Media Inquiries

Please follow local procedures for media inquiries. See Media Inquiry Policy.

What to Communicate

Do's and Don'ts

- **Current Policy:**
 - *Do Say:* "Customers in non-trial areas have a 250 GB data usage plan, although we are not currently enforcing this policy."
 - *Don't Say:* "Customers in non-trial areas have unlimited data usage."
- **Trial Policy:**
 - *Do Say:* "Customers in trial markets had their data usage plan increased to 300 GB (or more in Tucson)."
 - *Don't Say:* "Customers in non-trial areas have a 300 GB plan."
- **The Name of the Program:**
 - *Do Say:* "Data Usage Plan"
 - *Don't Say:* "Data Cap" (This is not a cap. We do not limit a customer's use of the Internet in any way at or above 300 GB.)
- **The Reason for the Data Usage Plan:**
 - *Do Say:* "Fairness and providing a more flexible policy to our customers."
 - *Don't Say:* "The program is about congestion management." (It is not.)

Approved for External Use: XFINITY Internet Data Usage Plan Talking Points

How can I find out how much data I use?

If you are the primary or self-managed secondary account holder, you can view your current usage and usage history by signing in to your [Usage Meter](#) page (<http://xfinity.com/usagemeter>). You'll need to enter your XFINITY username and password.

How can I estimate how much data usage I need?

To help you estimate your data usage, please visit <http://xfinity.com/datacalculator> (<http://xfinity.com/datacalculator>). Simply input the number of devices in your home connected to the Internet and the quantity of your typical Internet activities and the calculator will estimate your monthly data usage.

What can I do with 300 GB?

Some real world examples of what customers could do with 300 GB include:

- Stream between 117 and 289 two-hour movies, depending on HD or SD
- Download between 68 and 180 two-hour movies, depending on HD or SD
- Stream more than 5,500 hours of music
- Make nearly 4,300 twenty minute video-to-video calls
- Upload or download 20,000 hi-res photos
- Download between 40,000 to 93,000 eBooks
- Send more than 585,000,000 Tweets

When do I get billed?

In order for customers to get accustomed to the new data usage plans, we're implementing a three-month courtesy program. This means you will not be billed the first three times you exceed your monthly allowance. Should you exceed the monthly allowance thereafter, we will automatically provide you with additional blocks of 50 GB each as you need them.

Note: There are no courtesy months with the Flexible Data Option.

Why are you trialing usage-based billing?

The Internet ecosystem is changing constantly and we decided back in May 2012 to replace our static 250 GB usage threshold with more flexible data usage management approaches that offer more choice, flexibility and fairness for all customers. Customers can choose to use as much Internet as they want, and those who choose to use more pay more, while those who use less can pay less. The vast majority of ISPs, large and small, have some version of data usage plans in place.

I believe you are treating XFINITY services different than other OTT (Over-The-Top) services like Netflix - why?

Note: Please transfer the customer to Customer Security Assurance (CSA) Team.

What counts against my data plan?

Note: Please transfer the customer to Customer Security Assurance (CSA) Team.

How many customers are over 300 GB currently?

Note: Please transfer the customer to Customer Security Assurance (CSA) Team.

I got an email about the new data usage plan. I'm pretty sure I use more than that right now. What's going to happen?

No. In order for customers to get accustomed to the new data usage management plan, we're implementing a three-month courtesy program. That means you will not be billed for the first three times you exceed the 300 GB included in the monthly data plan. After the courtesy passes are used, if you exceed the 300 GB included in your plan in a month, we will automatically add blocks of 50 GB to your account for an additional fee of \$10 each.

Will the homeowner be accountable for visitors' data usage via the XFINITY WiFi Home Hotspot on the homeowner's wireless gateway?

No. The data usage of visiting users (over the **xfinitywifi** network signal) is tied back to the visitors' accounts, not the homeowner's. Homeowner's activities and data usage on the Home Hotspot are tied to the homeowner's account.

Does XFINITY WiFi hotspot usage count towards the customer's data plan?

Not currently. Data usage via XFINITY WiFi and Cable WiFi hotspots (over the **xfinitywifi** or **cablewifi** network signals) does not currently count towards the customer's XFINITY Internet data plan.

What information will be displayed on my bill?

The **XFINITY Internet** section of your billing statement will list a usage charge of \$10 for every 50 GB of data you are provided. Please note that as a courtesy you will not be

charged for the first three times your usage exceeds your data plan. In the case of a courtesy month, your usage and the cost you would have incurred will be presented, immediately followed by a courtesy credit.

Note: If a customer receives an overage under the XFINITY Internet data usage plan (they used more than 300 GB), their bill will look like this:

- Example of a bill when customer is in grace period:

Additional XFINITY Internet Services		
Additional Data Usage	02/22 - 02/28	20.00
@ \$10/50GB		
Courtesy Credit	02/22 - 02/28	-20.00
Total Additional XFINITY Internet Services		\$0.00

- Example of a bill when customer is out of grace period:

XFINITY Internet		
Blast! Internet	02/18 - 03/17	44.99
Modem Lease	02/18 - 03/17	0.00
Additional Data Usage	01/23 - 01/31	30.00
@ \$10/50GB		
Total XFINITY Internet		\$74.99

I received a charge on my bill for going over my data usage, which I do not agree with. Can you take the charge off my account?

Our Comcast Customer Security Assurance Team will be able to assist you.

Note: Transfer the customer to the Customer Security Assurance (CSA) Team.

Approved for External Use: XFINITY Internet Flexible Data Option for Economy Plus Customers Talking Points

I received an email/letter about the Flexible Data option. What is it?

This monthly option is available to our XFINITY Internet Economy Plus customers and to Performance Starter customers in most markets. The Flexible Data Option is specifically designed for casual or light Internet users who typically use 5 GB of data or less a month. It provides a \$5 credit if your total monthly data usage is less than or equal to 5 GB per month. However, if you use 6 GB of data or more in any given month, then you would not receive the \$5 credit, and would be charged an additional \$1 for each GB of data used over the 5 GB included in the Flexible Data Option.

How do I enroll in the Flexible Data Option?

To enroll, I can transfer you to our Comcast Customer Security Assurance Team. Please note that once you enroll, the Flexible Data Option would go into effect for the next month and would appear on your billing statement following the end of that next month.

Note: Transfer the customer to the Customer Security Assurance (CSA) Team.

Are Internet Essentials customers eligible for the Flexible Data Option?

Only our Economy Plus and Performance Starter customers in selected regions are eligible to participate in the Flexible Data Option. Internet Essentials customers are not eligible at this time.

I didn't receive my \$5 credit this month and was charged extra. What happened?

Our Comcast Customer Security Assurance Team will be able to assist you.

Note: Transfer the customer to the Customer Security Assurance (CSA) Team.

What information will be displayed on my bill?

If a customer receives a credit under the Flexible Data Option (they used less than or equal to 5 GB when enrolled), their bill will look like this:

XFINITY Internet		
Modem Rental	02/03 - 03/02	10.00
Economy Plus Internet	02/03 - 03/02	39.95
Flexible Data Option		-5.00
View Usage Detail at www.xfinity.com/usagemeter		
Total XFINITY Internet		\$44.95

If a customer receives an overage under the Flexible Data Option (they used more than 5 GB when enrolled), their bill will look like this:

XFINITY Internet		
Modem Rental	03/10 - 04/09	10.00
Economy Plus Internet	03/10 - 04/09	39.95
Additional Usage @ \$1/1GB	02/21 - 02/28	6.00
View Usage Detail at www.xfinity.com/usagemeter		
Total XFINITY Internet		\$55.95

Approved for External Use: XFINITY Internet Unlimited Data Option Talking Points

I received an email/letter about the Unlimited Data option. What is it?

If you don't want a 300 GB data plan, the new Unlimited Data Option is an alternative that provides additional choice and flexibility, especially for customers who use lots of data. You can choose to enroll in the Unlimited Data Option at any time for an additional monthly fee, regardless of how much data you use. The current monthly fee for this option is \$30 in the South Florida markets, and \$35 in the Big South Region.

How do I enroll in the Unlimited Data Option?

To enroll, contact Comcast's Customer Security Assurance (CSA) Team. Please note that once you enroll, the Unlimited Data Option would go into effect for the next month and would appear on your billing statement following the first day of that next month.

How do I opt out of the Unlimited Data Option?

To cancel the Unlimited Data Option, contact Comcast's Customer Security Assurance (CSA) Team. Please note that cancelling the Unlimited Data Option would go into effect on the

first day of the subsequent month.

I heard you have an Unlimited Data Option, can I enroll?

Effective October 1, 2015, we're trialing the Unlimited Data Option in our South Florida markets, and effective November 1, 2015, the option will be available in our Atlanta markets. On December 1, 2015, the option will be available in the rest of the Big South Region. If this option becomes available in other markets, we will notify customers in those markets.

With the Unlimited Data Option, is there a limit to how much data I can use?

With our data plan trials, your XFINITY Internet data usage is never limited. By default, your data plan includes 300 GB per month, with an unlimited number of additional 50 GB blocks of data provided as needed for \$10 each. If you choose to enroll in the Unlimited Data Option, you will pay a flat fee per month regardless of how much data you actually use. That way, you can have the certainty of knowing exactly what your bill will be each month.

However, like all other XFINITY Internet customers, your use of the XFINITY Internet service must be consistent with our Acceptable Use Policies for residential services and network management system.

Note: See Comcast Acceptable Use Policy for High-Speed Internet Services and How are you managing your network? for information.

Can I sign up/upgrade to business class to avoid usage charges?

Our Business Service is intended for commercial use only. If you are not using the Internet for commercial use, then the residential service is the correct package for you.

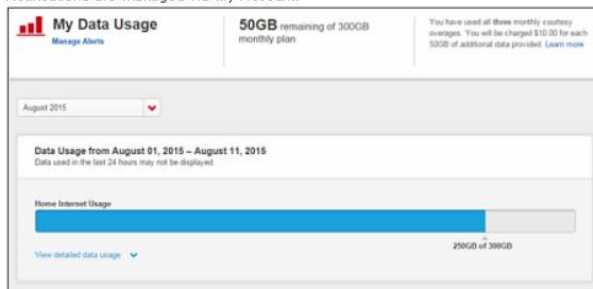
If you are running a small business from your residence, a commercial package may better meet your general Internet needs as such plans currently do not have an enforced data plan. Note that our terms of service prohibit the use of residential service for business use.

Note: For more details, see the "Residential vs. Business Internet Features" section of How to Sell Home Based Business (HBB) Customers.

Method of Notification

Notification Schedule

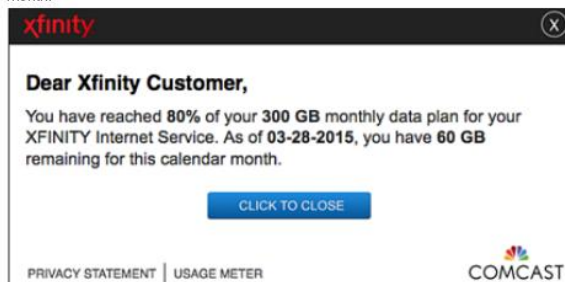
- Customers on the 300 GB plan receive:
 - In-browser and email notification when they reach 90%, 100%, 110% and 125% of their monthly data plan.
 - They can elect to receive notifications beginning at 50% of the plan.
 - Notifications are managed via My Account.



- Outbound calling notification at 100% when a customer has used their second courtesy pass.
- Customers can elect to receive mobile text message (SMS) notifications via the **Users & Preference** tab in My Account.
- Customers on the Flexible Data Option receive:
 - In-browser notification when they reach 50%, 60%, 70%, 80%, 90%, 100%, 110% and 125% of their usage.
 - Outbound calling notification at 100%
- Customers on the Unlimited Data Option do not receive usage-related notifications.

In Browser and Email Notification

- **Less than 100%:** "You have reached X% of your X GB monthly data plan for your XFINITY Internet Service. As of xx/xx/xxxx, you have X GB remaining for this calendar month."



- **100%:** "You have reached 100% of your X GB monthly data plan for your XFINITY Internet Service. **Additional usage will incur overage charges.**"
- **More than 100%:** "You have reached X% of your X GB monthly data plan for your XFINITY Internet Service. **Your account continues to incur data usage overage charges.**"
- To continue surfing, all the customer needs to do is click the **Click to Close** button.

Outbound Calling

- Customers will receive a phone notification when they use their second courtesy pass, reminding them that billing starts on the fourth occurrence.
- Also, when a customer has used their second courtesy pass, outbound calls will be placed by auto-dialer as further notification and a reminder that billing starts on the fourth occurrence.
- **Example of the 300 GB plan auto-dialer message:** "This is Comcast calling with a recorded message about your XFINITY Internet service. Comcast is located at 1701 JFK Boulevard, Philadelphia, Pennsylvania with contact number 1-877-807-6581. As a courtesy, we wanted to inform you our records indicate that your XFINITY Internet usage has exceeded the monthly allowance for your service plan, utilizing your second courtesy pass. You will not be billed for the first 3 times you exceed the monthly allowance during a 12-month period. Should you exceed the monthly allowance after the three courtesy passes are used, there will be an automatic charge of \$10 for each additional 50 GB of data

you use. You can monitor your XFINITY Internet usage any time via the web at <http://xfinity.com/mydatausage> (<http://xfinity.com/mydatausage>). If you have questions regarding this message please contact Customer Security Assurance at 1-877-807-6581. If you would like to speak with a Comcast representative now, please press zero."

- **Example of the Flexible Data Option auto-dialer message:** "This is Comcast calling with a recorded message about your XFINITY Internet service. Comcast is located at 1701 JFK Boulevard, Philadelphia, Pennsylvania with contact number 1-877-807-6581. As a courtesy we wanted to inform you our records indicate that your XFINITY Internet usage has reached 100% of the 5 GB included in the monthly Flexible Data Option. If you exceed the 5 GB included in the Flexible Data Option this month, you will no longer be eligible for the \$5 credit and your account will be automatically charged one dollar for each additional GB of data used in excess of 5 GB. You can monitor your XFINITY Internet usage any time via the web at <http://xfinity.com/mydatausage> (<http://xfinity.com/mydatausage>). If you have questions regarding this message please contact Customer Security Assurance at 1-877-807-6581."

Attachment

TLK1827_300_GB_Unlimited_Data_High_Usage.pdf

Attachment

TLK1827_300_GB_Unlimited_Data_Typical.pdf

Attachment

TLK1827_300_GB_Unlimited_Data_Economy.pdf

Document Categories

Regions: National; **Visibility:** Linked to ITG; **Level 2 Function:** Internet; **Line of Business:** Internet; **Level 1 Topic:** Product Support;