



# AT&T Internet

Positioning, benefits & pricing



# \$40 AT&T Internet Positioning

## Umbrella Messaging

The price you see is the price you pay, no extra monthly fees.\*

## Offer Messaging

Get 99% reliability with plans up to 100 Mbps for \$40/mo. with Wi-Fi equipment included in the price.\*

### 100M & Above Messaging

- 1 **Wi-Fi Gateway Included** to wirelessly connect your devices with our strongest Wi-Fi signal throughout your home.
- 2 **Standard Professional installation included**
- 3 **Over 99% Reliability**, so you can stream, surf, play and download worry-free.\*
- 4 **Stream on 10 devices at the same time.\***
- 5 **Smart Home Manager app included** to manage your Wi-Fi network and connected devices.\*
- 6 **AT&T Internet is #1 in customer satisfaction over other major cable Internet providers.\***
- 7 **100% Fiber Network**  
(Fiber only)

### 10M – 100M Messaging

- 1 **Wi-Fi Gateway Included** to wirelessly connect your devices at home.
- 2 **Over 99% Reliability**, so you can stream, surf, play and download worry-free.\*
- 3 **Stream on multiple devices at the same time.\***  
10M = 2  
25M = 5  
50M = 8  
75 - 100M = 10
- 4 **Smart Home Manager app included** to manage your Wi-Fi network and connected devices.\*
- 5 **AT&T Internet is #1 in customer satisfaction over other major cable Internet providers.\***
- 6 **Don't pay for more speed than you need.**

\*See page 6 for all disclaimers



# AT&T Internet Product Benefits



## No Extra Monthly Fees



Get plans up to 100 Mbps for \$40/mo. with Wi-Fi equipment included in the price.

- Wi-Fi Gateway Included to wirelessly connect your devices at home.
- Everyday simple price that won't increase in a few months.
- Don't pay for more speed than you need.

## Reliability



Over 99% reliability

- High-speed internet with over 99% reliability, so you can stream, surf, play, and download worry-free.  
*Claim based on U-verse High Speed Internet service.\**
- AT&T Internet delivers consistently fast speeds when you need it most, even at peak times.

## 100% Fiber Network



Our fastest upload and download speeds

- Our most advanced Wi-Fi Gateway included for our strongest Wi-Fi signal within your home
- Stream on 10+ devices at the same time.
- Standard professional installation is included.
- No data caps so you can stream and surf to your heart's content.

*Internet 1000 only*

## Premium Wi-Fi



Leading the way with a premium whole home Wi-Fi system

- Smart Home Manager app – easily manage and monitor your home Wi-Fi network.
- Get the best and fastest connection for each of your devices with Smart Wi-Fi technology.
- Get seamless wall-to-wall Wi-Fi coverage with the Smart Wi-Fi Extenders.

## More Value



Everything you've ever wanted – Plus more than you've ever expected

- AT&T Internet is #1 in customer satisfaction over other major cable Internet providers.  
*Claim based on 2018 ACSI survey of customers rating their own Internet provider's performance.*
- We'll help keep you protected with the AT&T Internet Security Suite, powered by McAfee®, included.
- Stay connected on the go with access to the national AT&T Hot Spot network, included.

# AT&T Internet Pricing Updates

## What's New?

- 75M – 100M Bundle **decreases** from \$50 to \$40
- 10M – 50M Bundle increases from \$30 to \$40
- Added 300M speed tier
- 500-1000M Bundle increases from \$70 to \$80

### Current Pricing

*If customer accepts 12-month term*

Speed Tier	Bundled	Standalone	
		(Month 1 - 12)	(Month 13+)
Up to 50Mbps	\$30	\$40	\$50
75 - 100Mbps	\$50	\$60	\$70
500 - 1000Mbps	\$70	\$80	\$90



### New Pricing (Effective 6-10-2018)

*If customer accepts 12-month term*

Speed Tier	Bundled	Standalone	
		(Month 1 - 12)	(Month 13+)
Up to 5Mbps	\$30	\$40	\$50
10 - 100Mbps	\$40	\$50	\$60
300Mbps (later than 6/10)	\$60	\$70	\$90
500 - 1000Mbps	\$80	\$90	\$110



# Competitive Pricing on 100M

## AT&T Double Play Offer

	<u>Current</u>
Plan Description	Select 125 chn Up to 100 mbps
Equipment Fees	\$0
Messaged Price w/ABP	\$75 =\$35/mo + \$40/mo
Real Price	<b>\$75</b>
Year 2 Price	\$118
Year 3 Price	\$118
Year 4 Price	\$118

## Competitor Double Play Offers

	<u>Spectrum*</u>	<u>Spectrum - TWC</u>	<u>Comcast</u>
Plan Description	~125 chn 100 mbps	~125 chn 100 mbps	~140 chn 100 mbps
Equipment Fees	\$24.98	\$24.98	\$30.95
Messaged Price	\$89.98 =\$59.99/mo + \$29.99/mo	\$89.98 =\$59.99/mo + \$29.99/mo	\$69.99 w/ABP & eBill
Real Price	<b>\$114.95</b>	<b>\$114.95</b>	<b>\$100.94</b>
Year 2 Price	\$114.96	\$134.96	\$100.94
Year 3 Price	\$114.96	\$154.96	\$115.94
Year 4 Price	\$144.96	\$154.96	\$140.95

\*Spectrum (Charter) has a 3 year price lock in non-TWC and Bright House markets

\*\*Comcast Central Region used for Comcast baseline. Spectrum buy-out for Double Play only available in markets where Triple Play is not available.



# Disclaimers

*Geographic and service restrictions apply to AT&T Internet services. Call or go to [www.att.com/internet](http://www.att.com/internet) to see if you qualify.*

**1 \$40 Internet Offer:** Price for **Internet speed tiers (10M to 100M)** for new residential customers when bundled with another qualifying AT&T service (TV/AT&T Phone/Wireless). Pricing includes Wi-Fi Gateway. Must maintain a qualifying bundle and service addresses must match to receive advertised pricing. Prorated ETF (\$180) applies if Internet is disconnected before end of 12 months. Activation: \$35 activation fee (self-install) or \$99 installation (full tech install). Credit restrictions apply. Pricing subject to change.

*Plus taxes. 12 mo agmt, other qualifying service & combined bill req'd. Incl 1TB data/mo. \$10 chrg for each add'l 50GB (up to \$100/mo)\**

**\* Unlimited data allowance** may also be purchased separately for an add'l \$30/mo., or maintain a bundle of TV & Internet on a combined bill and receive Unlimited Internet data (\$30 value) at no add'l charge. For more info, go to [www.att.com/internet-usage](http://www.att.com/internet-usage).

**\*\* INTERNET SVC: AT&T Internet**, formerly known as AT&T U-verse, is high speed internet provided over an advanced digital network.

**2** McAfee and the McAfee logo are trademarks or registered trademarks of McAfee, Inc. or its subsidiaries in the United States and other countries. ©2018 McAfee, Inc. All rights reserved. **(Position McAfee TM language before the AT&T copyright/TM language.)**

**3 AT&T Smart Home Manager** is available to AT&T Internet service customers with a compatible AT&T Wi-Fi Gateway. Limited to home Wi-Fi network.

**4** Wi-Fi enabled device required. Other restrictions apply. See [www.attwifi.com](http://www.attwifi.com) for details and locations.

**5** Speed/Time examples are estimates and based on wired connection to the gateway.

**6** Reliability claim: Claim based on internet service delivered utilizing fiber optic technology.

**7** Offers may not be combined with other promotional offers on the same services and may be modified or discontinued at any time without notice. Other conditions apply to all offers.

**8** \*\*Internet speed claims represent maximum network service capability speeds. Actual customer speeds are not guaranteed and may vary based on several factors. For more information, go to [att.com/speed101](http://att.com/speed101)

## Customer Satisfaction Disclaimer:

*Claim based on 2018 ACSI survey of customers rating their own Internet provider's performance.*



MOBILIZING  
**YOUR**  
WORLD™

