



CABLE'S CORPORATE PHILANTHROPY: MEASURING THE DIFFERENCE CABLE MAKES

Recognizing that corporate philanthropy lies at the core of the cable industry's longstanding commitment to social responsibility, the National Cable & Telecommunications Association (NCTA) commissioned a study, completed in March 2016, to measure the value of the cable industry's total annual corporate giving and to understand the types of philanthropy it practices.

Conducted by three noted researchers associated with the University of Denver and The Cable Center, *Measuring the Philanthropy of the Cable Industry* specifically sought to measure the volume of corporate philanthropy practiced by the industry, while at the same time assessing its impact. It also sought to identify specific examples of philanthropic activity by many of the industry's participants.

Ultimately the research team collected information on 32 companies including:

- 14 providers of internet and television service (also known as multiple system operators or MSOs) representing 94% of cable subscriptions in the U.S.,
- 14 programming companies that represent 73% of program subscriptions, and
- 4 of the largest cable industry vendors.

Data from 30 foundations closely associated with the cable industry were also included. The information collected and aggregated was for the year 2014, the most recent available.

The study found the total amount of philanthropic activity by the cable industry was more than \$1.2 billion in 2014.

Notably for the cable industry, whose members are the primary providers of internet and television services for consumers, **the largest type of giving was through in-kind contributions** – including, for example, free airtime for public service announcements, free and reduced-cost internet and broadband connectivity – **accounting for just over \$872 million, or 69 percent, of the overall total.** This in-kind giving demonstrates the cable industry's unique ability and willingness to leverage the valuable services it provides to consumers in order to create additional social benefit. The second most prominent type of giving was through direct monetary contributions, accounting for more than \$351 million, or 30 percent of the total. The value of volunteer time contributed by cable employees to charitable efforts, **comprising more than 658,000 hours**, also played a role.

Further reflecting the nature of an industry that operates at both the national and local community levels, cable's philanthropy encompasses a diverse array of giving areas. As the study notes (on p. 5)

The financial giving of the cable industry has a broad and deep impact, encompassing a variety of areas of service that impact millions of people in communities throughout the U.S. Many of the giving initiatives have been in place for years and others are more recent programs launched in response to community needs and opportunities.

In specific terms, cable's giving supported a range of program areas such as those aimed at providing greater equality and opportunity for minorities and women – which was the program area most supported by companies in the cable industry – community and economic development programs such as family support and workforce development programs, support for K-12 and higher education, and programs promoting and providing greater access to broadband by disadvantaged populations and the development of digital literacy skills, among others.