



# Comcast's \$1 Billion Commitment to Advance Digital Equity and Build a Future of Unlimited Possibilities

We imagine a world where everyone has what they need to shape the future.

As that world becomes more digital, it's our responsibility to use media and technology to ensure that everyone has the resources and opportunities they need to participate and excel in today's economy.

Project UP is our comprehensive initiative to advance digital equity and help build a future of Unlimited Possibilities. Backed by a \$1 billion commitment to reach 50 million people, Project UP encompasses the programs and community partnerships across Comcast, NBCUniversal, and Sky that connect people to the Internet, advance economic mobility, and open doors for the next generation of innovators, entrepreneurs, storytellers, and creators.



## By the Numbers

We have been committed to creating and supporting digital equity within the communities we serve for more than 10 years.

# \$1 Billion

Committed over the next 10 years.

# 50 Million

People to be reached.

# 1,000+

Community partnerships.



50%

## Why Project UP?

50 percent of low-income families lack access to the technology required for online education.<sup>1</sup>



69%

By 2030, the demand for workers with basic digital skills will increase by 69 percent.<sup>2</sup>

1) <https://soeonline.american.edu/blog/digital-divide-in-education>

2) <https://www.mckinsey.com/featured-insights/future-of-work/skill-shift-automation-and-the-future-of-the-workforce>

### CONNECTIVITY

Connecting people to the Internet, technology, and resources needed to succeed in a digital world.

### SKILLS & OPPORTUNITIES

Providing the training and digital skills needed to unlock opportunities and new career pathways in media and technology.

### CREATIVITY & STORYTELLING

Creating platforms and programs that enable new voices and stories to be shared so more people can shape the future of media and entertainment.

### ENTREPRENEURIALISM

Equipping entrepreneurs and small business owners with the skills, digital resources, and opportunities they need to thrive.

### VOLUNTEERISM

Engaging our employees in volunteer and mentorship opportunities to advance digital equity.