

OVERVIEW

We've taken action and are committed to sustainable results.

Over the past year, we leveraged our collective platforms, programs, and people to focus on key areas aligned with our business – digital equity, media & awareness, and small business – to help drive real – and lasting – change.

And because we know we cannot address social inequities without addressing digital inequities, earlier this year we expanded our decade-long focus on bridging the digital divide and closing the homework gap with a **\$1 billion commitment** over the next 10 years to reach an additional 50 million low-income Americans and ensure communities of color have the skills and tools necessary to succeed in the digital economy.



VALUES & PARTNERS

We strengthened our partnerships.

Together with our network of thousands of community partners, addressing injustice and inequity has long been at the core of how we work to empower the neighborhoods and audiences we serve.

From providing affordable, high-speed Internet to low-income households across our footprint, to investing in digital skills training for young people and adults, to creating opportunities for underrepresented entrepreneurs, and amplifying diverse voices, our Diversity, Equity & Inclusion (DE&I) programs underscore our commitment to using our unique platform to open new doors to a world of possibility.

To help ensure accountability and drive progress, we partner with our Joint Diversity Advisory Council (JDC) – which was formed in 2011 and is composed of leaders in business, politics, and civil rights representing the Black, Asian American and Pacific Islander, Hispanic, Native American, LGBTQ, and military communities, women, and people with disabilities – to develop best practices and consult on DE&I initiatives.

Our DE&I goals and programs are shaped by close and long-standing national partnerships with many of the country's leading civil rights organizations, including:



hispanicfederation



EMPLOYEES

We are committed to an inclusive culture and workforce diversity.

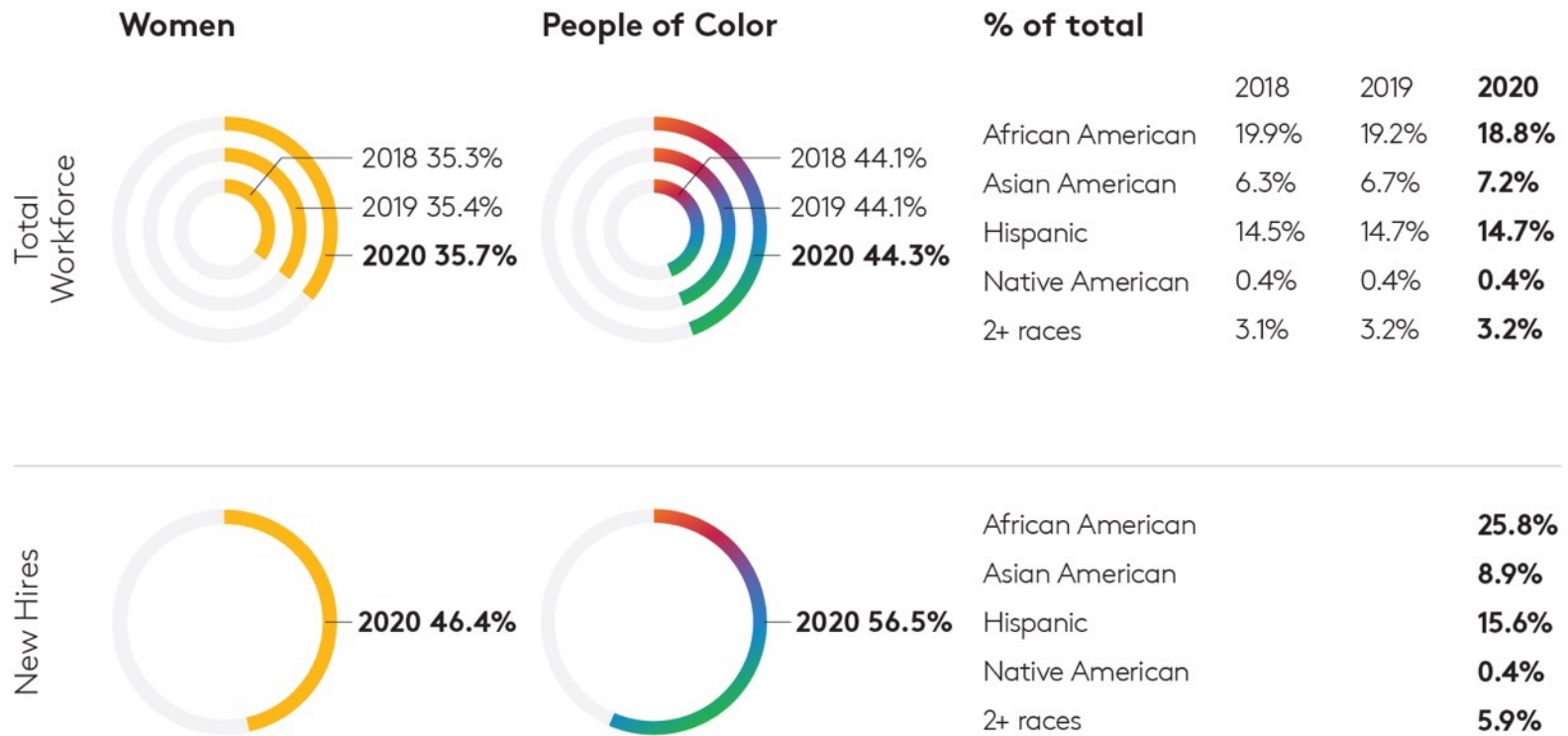
The most critical, transformative work starts at home – promoting a culture of inclusion within our own organization and for our employees.

Our Board of Directors is 30% women and 30% people of color and our aspirational goal is to have 50% women and 33% people of color represented at every level of our workforce. We’re working hard to attract diverse talent to our company and evolve our employee hiring, development, and advancement strategies to ensure equitable practices and over the past year we’ve made a number of key appointments to lead these important DE&I efforts.

In a year where employment rates of women and people of color were disproportionately impacted, our number one goal was to retain our workforce with an eye towards diversity, and we are proud to have been able to do that. While we made progress in our 2020 workforce representation for women and people of color, we have work to do, and our focus will only continue.

2020 Workforce Diversity*:

Diversity, equity, and inclusion are essential to our business, and we’re committed to achieving a workplace that reflects the world around us.



* All data in this report are for Comcast NBCUniversal only. Workforce metrics are reflective of our U.S. full time employees.

EMPLOYEES

We're creating opportunities for our employees to grow.



Ongoing Education & Employee Engagement – We've bolstered training programs to educate everyone across the enterprise to better understand race-related issues and launched shared learning experiences to build understanding within our teams and throughout our company. Our DE&I Speaker Series has been expanded so that employees can learn directly from bestselling authors and experts. We have also hosted listening sessions and invested in curriculum designed to specifically equip our people leaders on the practices and processes of building a diverse, equitable, and inclusive workplace. And to empower direct employee engagement connected to senior leadership and business results, we've strengthened our Employee Resource Group (ERG) structure, composed of over 200 chapters and more than 35,000 members nationwide, with an incremental \$1 million fund to support the development of ERG-led projects, programs, and events.



Connections to Careers in Media & Tech – To help address structural barriers to economic empowerment, we are working with many partners to bolster not only our own pipeline, but to help increase diversity throughout our entire industry. We have partnered with Year Up to place non-four-year degree young adults in key roles at NBCUniversal. Through efforts like the Alternative Directors Program and Female Forward, we are aiming to increase representation of female, ethnically diverse male, and non-binary directors in episodic television. As part of the Reboot Representation Coalition, we are working to close the gap for Black, Latina, and Native American women in the tech sector. Accelerating investments in current and future employee pipelines will help create more opportunities for economic mobility.

DIGITAL EQUITY

We're providing the tools needed to access and participate in the digital economy.

For over a decade, we've been on a mission to address digital inequity, which disproportionately impacts communities of color. Building on this substantial work, coupled with our \$1 billion digital equity commitment and associated initiatives, we're working to leverage technology, Internet connectivity, and digital skills training as pathways to economic mobility.



- **1,000 WiFi Connected Lift Zones** – Based on feedback we received from local community organizations, city leaders, and educators, last fall we launched Lift Zones, neighborhood-based centers operated by our partners, so students and adults, including veterans and seniors, could connect to the Internet at no cost and access the tools they need to complete homework, grow their skills, and apply for employment opportunities. We plan to reach 1,000 Lift Zones by the end of 2021 where we estimate that students will complete more than 25 million hours of homework this year.
- **\$40 Million to Digital Equity Partners** – Last year, we committed more than \$40 million to local nonprofits with a goal of advancing strategies that help create pathways to economic mobility. We're providing coaching, digital training, and development via partners like Saga Education, BUILD.org, and Coded by Kids; unlocking arts and media skills with innovators such as Inner-City Arts, Youth Design Center, and Urban Arts Partnership; creating equitable pathways to careers in tech through partnerships with Per Scholas and CodePath; and equipping people of color with the business and leadership skills to create their own success together with National Urban Fellows, Echoing Green, and the Center for Black Innovation. Through intentional design, we have also prioritized partners that are both led by and focused on serving communities of color.

- **Built on a Strong Foundation** – Over the last 10 years we've connected a cumulative total of 10 million low-income Americans, nearly 4 in 5 of whom are people of color, to the Internet at home through the nation's largest broadband adoption program, Internet Essentials.
- **Public-Private Partnerships to Close the Digital Divide** – In August 2020, we created the Internet Essentials Partnership Program (IEPP) to facilitate collaboration among schools, city and state governments, philanthropies, local businesses, private citizens, and other organizations to sponsor Internet Essentials for students in need. To date, we've launched partnerships with hundreds of K-12 schools and community colleges across nearly 30 states that are prepared to sponsor broadband Internet at home for hundreds of thousands of low-income households.

We've leveraged our platforms to amplify diverse voices and stories.



Introducing the Black Experience on Xfinity – Xfinity has curated an unprecedented ecosystem of diverse content, including On Demand destinations geared toward Black, Asian, Hispanic, Native American, and LGBTQ audiences. In February 2021, we launched the Black Experience on Xfinity, a first-of-its-kind destination of movies, TV shows, and news endorsed by the African American Film Critics Association (AAFCA), which features high-quality content from many of Xfinity's existing network partners, while investing millions of dollars in fostering and showcasing emerging Black content creators.

Expanding Distribution – Over the past year, we've expanded the distribution of Black-owned networks such as REVOLT, Black News Channel, AspireTV, and The Africa Channel, while also developing content with diverse creators including Ava DuVernay, LeBron James, Justin Lin, and Tanya Saracho.

Training Diverse Storytellers & Content Creators – In January 2021, we launched NBCU Academy, a multiplatform journalism training and development program for underrepresented four-year university and community college students at 17 academic partners including Historically Black Colleges and Universities, Hispanic-Serving Institutions, and colleges with significant Latino, Asian American and Pacific Islander, Black, Indigenous and tribal populations. The initiative is backed by a \$6.5 million investment, inclusive of scholarships worth \$3.5 million over the next two years and features curated curriculum with world-class NBCU News Group journalists. We've launched Sky's The Edit, a new digital program for schools designed to improve the media and digital literacy of 30,000 young people across the UK and Ireland. And we've pledged to include actors with disabilities in auditions for each new film and television production, including all projects developed by the Universal Filmed Entertainment Group, Universal Studios Group, NBC Network, and Peacock.

Raising Awareness Across Our Networks – We've developed a new series of *The More You Know* PSAs to speak up for social justice, equality, and equity; presented the NBC News NOW and NBCBLK *Can You Hear Us Now?* virtual discussion series about being Black in America; and more.

As a media and technology company, we have a distinct opportunity to develop a diverse talent pipeline.



SMALL BUSINESS

We've invested in businesses owned by people of color.

Comcast RISE, which was launched in late 2020, will award 13,000 small businesses owned by people of color across the country with technology makeovers, marketing services, and millions of dollars in grants by 2022.



- **Supporting Small Business Owners of Color** – Since November 2020, nearly 2,500 small businesses owned by people of color in 422 cities across 34 states have been selected as Comcast RISE recipients, including 500 businesses from Atlanta, Chicago, Detroit, Houston, and Philadelphia that each received a \$10,000 grant from the Comcast RISE Investment Fund, for a total of \$5 million.
- **Clear Vision Impact Fund** – We've invested \$25 million in the Clear Vision Impact Fund, spearheaded by Siebert, Williams, Shank & Co., one of the nation's leading diverse-owned financial institutions. The Fund, which will soon begin issuing its first loans, will address the chronic lack of access to capital faced by small and mid-size business owners of color and provide resources needed to support economic growth in underserved communities.



SOCIAL JUSTICE

We provided grants to help eradicate injustice and inequity.



The work of advancing social justice is embedded across all our strategic DE&I focus areas.

Last summer, we provided grants to organizations including the National Urban League, Equal Justice Initiative, National Action Network, National Association for the Advancement of Colored People, and National Coalition on Black Civic Participation.

This year, we pledged an additional \$2 million to Asian-led and Asian-focused social justice and nonprofit organizations across the country working to address violence against the AAPI community and launched a long-term partnership with Asian Americans Advancing Justice to combat misinformation and disinformation about the Asian American community.

In support of equitable access to secure elections, and consistent with our history of promoting voter education, registration, and participation campaigns, we committed \$250,000 to the Brennan Center for Justice.



The path forward

We embrace the responsibility and special opportunity that our position in the media and technology landscape creates to leverage our platforms and programs to shed light on systemic issues and work toward lasting solutions.

This work is a continuous journey for us and one that we've been able to build on quickly given our strong foundation and progress over the last decade. As proud as we are of all that we have done and the impact we have had, we know there is much to do, and we remain committed to ensuring that more people have more equal access to the tools, resources, and opportunities needed to succeed in the digital economy.

For more information on the initiatives that have been developed to advance Comcast NBCUniversal's comprehensive DE&I strategy and commitment to digital equity, please visit <https://comcastcorporation.com/our-progress>