



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

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 tens of millions of 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.

## Our Impact:

**10 Years**  
of leadership in supporting digital equity

**\$1 Billion**  
Committed over the next 10 years

**Millions**  
Of people reached

**1,000+**  
Community partnerships

## Why Project UP?

**50%** 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>

**33%** 1 in 3 people used the Internet to find a new job or earn a higher income after receiving help from a Digital Navigator.<sup>3</sup>

## Our Focus Areas:

### Connectivity & Adoption

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

### Skills & Creativity

Creating opportunities and new career pathways in media and technology and opening doors for new voices to be heard and stories to be shared.

### Entrepreneurism

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

internet essentials



NBCU ACADEMY



COMCAST NBCUNIVERSAL LIFT Labs



INNER-CITYARTS

CODE PATH \*ORG



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>  
3) <https://www.bcg.com/publications/2022/how-to-close-digital-divide-with-human-approach>