



# 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

PER SCHOLAS

COMCAST RISE

COMCAST NBCUNIVERSAL LIFT Labs

USAC Affordable Connectivity Program

INNER-CITYARTS

CODE PATH \*ORG

BUILD

1) <https://seeonline.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>



# Get connected to home internet for FREE!

Save with the Affordable Connectivity Program!

## Internet essentials

Internet Essentials from Xfinity provides reliable, high-speed home internet to qualifying households for a low monthly price. You may be eligible to get Internet Essentials FREE, when you qualify for and enroll in the Affordable Connectivity Program (ACP).

The ACP is a government program that provides eligible households a credit of up to \$30/month towards internet service.

Apply today if you participate in programs like Lifeline, SNAP/EBT, Medicaid, or free and reduced price school lunch. For more eligibility information, visit [xfinity.com/getIE](https://xfinity.com/getIE).


### Internet Essentials:

 **\$0** After ACP credit


Getting started is easy with no annual contract and equipment included at no additional cost.


- Fast, reliable connection with download speeds up to 50 Mbps.
- Good for 4 devices.
- Stream and download music and videos.
- Make video calls and share files.
- Stay connected on the go with over 20 million WiFi hotspots nationwide.
- Access to free online learning and digital resources.

### Apply now

 Go to [xfinity.com/getIE](https://xfinity.com/getIE)

 Call 1-855-846-8376

 Visit an Xfinity store

 Scan the code with your phone's camera

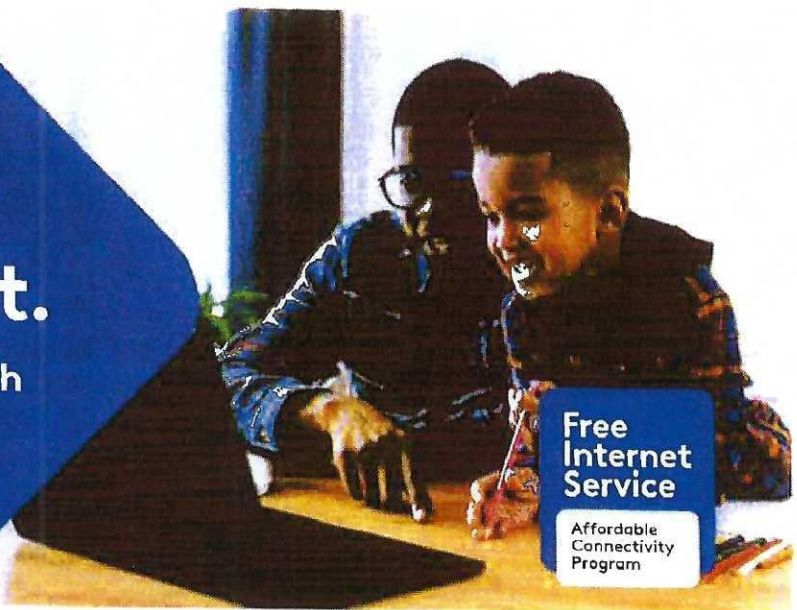


Standard data charges apply.

xfinity

# Fast, FREE home internet.

Get the speed you need with Internet Essentials Plus!



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
Internet Essentials Plus:


 **\$0** After ACP credit

Getting started is easy with no annual contract and equipment included at no additional cost.

- Fast, reliable connection with download speeds up to 100 Mbps!
- Good for up to 5 devices.
- Stream and download music and videos.
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# Internet rápido GRATIS para el hogar.

¡Obtén la velocidad que necesitas  
con Internet Essentials Plus!

Servicio  
de Internet  
gratis

Programa de  
Descuentos  
para Internet

## Internet essentials

Internet Essentials de Xfinity proporciona Internet para el hogar de alta velocidad confiable a hogares elegibles por un bajo precio mensual. Podrías ser elegible para obtener Internet Essentials Plus GRATIS, cuando califiques y te suscribas al Programa de Descuentos para Internet (ACP).

El ACP es un programa gubernamental que proporciona a hogares elegibles un crédito de hasta \$30 al mes para el servicio de Internet.

Solicítalo hoy si participas en programas como Lifeline, SNAP/EBT, Medicaid o el programa de almuerzos escolares gratuitos o de precio reducido. Para más información sobre elegibilidad, visita [es.xfinity.com/getIE](http://es.xfinity.com/getIE).

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## ¡Ahorra con el Programa de Descuentos para Internet!

Internet Essentials Plus:

~~\_\_\_\_\_~~ **\$0** después del  
crédito ACP

Empezar es fácil sin contrato anual y equipo  
incluido sin costo extra.

- Conexión rápida y confiable con velocidades de descarga de hasta 100 Mbps.
- Bueno para hasta 5 equipos.
- Haz streaming y descarga música y videos.
- Haz videollamadas y comparte archivos.
- Mantente conectado dondequiera que vayas con más de 20 millones de hotspots de WiFi en todo el país.

### Solicítalo ahora

📄 Visita [es.xfinity.com/getIE](http://es.xfinity.com/getIE)

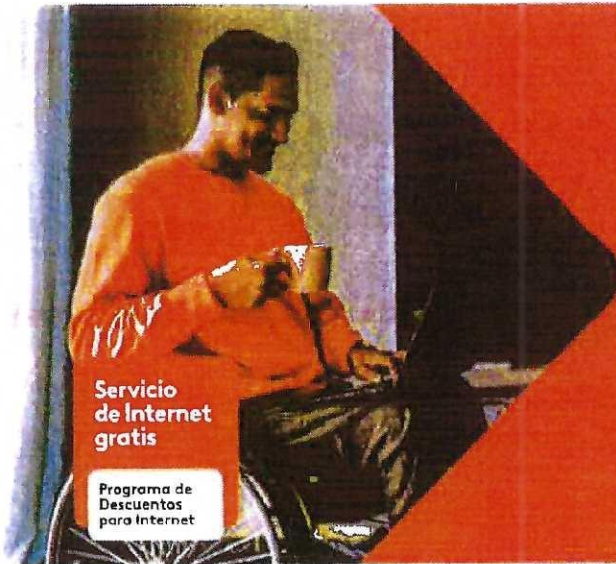
📞 Llama al 1-855-765-6995

🏪 Visita una tienda Xfinity

📱 Escanea el código  
con la cámara de  
tu teléfono

Se aplican cargos estándares  
por la transmisión de datos





# ¡Conéctate al Internet GRATIS para el hogar!

¡Ahorra con el Programa de Descuentos para Internet!

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- Bueno para 4 equipos.
- Haz streaming y descarga música y videos.
- Haz videollamadas y comparte archivos.
- Mantente conectado dondequiera que vayas con más de 20 millones de hotspots de WiFi en todo el país.
- Accede a recursos digitales y aprendizaje en línea gratis.

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