

Building a future of UNLIMITED POSSIBILITIES

As a military-ready company, Comcast NBCUniversal is committed to keeping veterans, service members, and military families connected to the tools, resources, and skills needed to succeed in a digital world.



PROJECT UP

Project UP is our initiative to advance digital equity and build a world 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.

★ Internet Essentials

Internet Essentials is the nation's largest and most comprehensive Internet adoption program, connecting more than 10 million people from low-income families to the Internet since 2011. In 2018, we expanded eligibility of our Internet Essentials affordable, high-speed Internet service to low-income veterans.

★ Affordable Connectivity Program

In 2022, we signed on to participate in Affordable Connectivity Program (ACP), which is designed to help low-income households connect and stay connected to the Internet. It provides an up to \$30 subsidy to pay for Internet service, covering the full cost of Internet Essentials and Internet Essentials Plus for eligible military families.

★ Lift Zones

Together with nonprofit partners and city leaders, we're creating more award-winning Lift Zones in community centers nationwide to provide veterans and military families with free, high-capacity WiFi. Lift Zones offer not only free Internet connectivity, but also access to hundreds of hours of educational and digital skills content to help families and site coordinators navigate online learning.

★ Digital Navigators

Digital Navigators are individuals affiliated with trusted community organizations who are trained to help people access the Internet, use devices, and build digital skills. These individuals are critical to closing the digital divide and reducing socioeconomic inequalities by helping more people get online.

★ Comcast RISE

This multi-faceted program offers monetary, technology, and marketing grants to small businesses owned by women and people of color. Many veteran-owned businesses are Comcast RISE recipients, helping continue the tradition of strong veteran business ownership in the United States.

