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WHAT THE INDUSTRY READS FIRST

Comcast: We Can Do Better

With **Comcast** losing 199,000 domestic broadband customers in 1Q25 (about 50,000 below consensus) and churn rising slightly, the operator is launching a new go-to-market approach that will continue to evolve over the coming months as it works to provide more value to its customers with less friction.

"We are not winning in the marketplace in a way that is commensurate with the strength of the network and connectivity products," Comcast President *Mike Cavanagh* said during Thursday's earnings call. As a result, the operator is focusing on two areas for improvement: price transparency/predictability and simplifying customer interactions.

This hits at the complaints for years that cable operators bring customers in at a discounted rate and then there's sticker shock as promos roll off. Uncertainty around pricing has helped fuel regulatory efforts such as all-in video pricing and broadband labels. On the CX side, recall that in 2014, Comcast embarked on a customer experience transformation under *Charlie Herrin*. It was viewed as pretty successful, but in recent years, it feels (at least to **CFX**) like there's been much more emphasis on building up Comcast's robust network and product set. With those key components in place, it's ready to drill down again on its image and interactions with customers.

"The good news is that both are fixable, and we are already underway with execution plans to address these challenges," Cavanagh said.

In that vein, Comcast began offering one unlimited mobile

line for 12 months to new and existing broadband customers near the end of 1Q25. It resulted in Xfinity Mobile's best quarter of wireless new additions in two years at 323,000, bringing total wireless lines to 8.1 million. This week, it unveiled a new [Premium Unlimited](#) wireless plan, which features gigabit speeds, 4K UHD streaming, more WiFi hotspot data, advanced spam call protection and the option to upgrade a phone twice a year.

Last week, Comcast introduced a [five-year price lock](#) option for those signing up for a new Internet package that includes an Xfinity Gateway, unlimited data, ultra-low lag internet and an unlimited Xfinity Mobile line at no cost for a year.

Other transformation efforts include appointing *Steve Croney* as COO of Connectivity and Platforms earlier this year. One of his first priorities was to recruit former **Apple**, **Expedia** and **DirectTV** exec *Jon Gieselman*, who starts in the newly created post of Chief Growth Officer next week.

Comcast anticipates it will take several quarters for the new approach to gain traction and impact the business in a meaningful way. Shares closed down nearly 4% as investors contemplate how much of the broadband drag is due to competition vs. slower market growth. **New Street Research** analysts believe it's a bit of both. The **MoffettNathanson** gang thinks much of the weakness reflects a sharp slowdown in overall industry growth, which includes the loss of ACP subsidies, rather than a shift in competitive intensity.

Comcast CFO *Jason Armstrong* described the competitive



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environment for broadband as remaining intense, with muted connect activity. Despite the broadband sub decline, ARPU for the segment grew 3.3%, leading to growth in broadband revenue of 1.7%. MoffettNathanson doesn't see the five-year price guarantee hurting ARPU, instead arguing that by replacing big upfront discounts with everyday low pricing, the new pricing will actually be accretive to broadband in the early years of a customer relationship.

"We think we can still drive healthy broadband ARPU growth, but these initiatives will require some investment, which in turn will impact our ability to grow EBITDA in the near future. But we view the impact as very manageable," said *Dave Watson*, CEO of Connectivity & Platforms.

While churn was up slightly in the quarter, management said it was still below pre-pandemic levels. Watson noted that it occurred in all segments of products mixes across the footprint, with more mobile substitution impact this quarter.

Comcast CEO *Brian Roberts* ended Thursday's call by saying there is a sense of urgency around resolving customer pain points. "While this may take a little time to fully take hold, our history of operational execution success would tell you that sometimes we may not move first, but once we get in motion, we do it extremely well," he said.

Pivotal Research noted Comcast has been nowhere near as aggressive as **Charter** on wireless convergence and simplified offerings "Tomorrow's Charter results should be very interesting given their early focus on offering a converged bundle of services which is likely to reduce churn and potentially benefit from a weakening economy given CHTR's bundle is available everywhere and at a dramatic discount to competitor's offerings," it told clients. "While we do not expect improvement in Comcast's data/financial results (other than free cash flow) until the latter stages of '25/1H'26 it will be important for Comcast investors to follow CHTR's results as that company's converged/simplified offering (and the likely benefits from that strategy) is where Comcast is likely headed."

PEACOCK FLYING HIGH

Comcast's media unit saw revenue rise 1% to \$6.44 billion, with adjusted EBITDA up 21% to \$1 billion. **Peacock** was a huge driver there, with its revenue up 16% to \$1.2 billion. The streamer's adjusted EBITDA loss came in at \$215 million, a \$424 million improvement compared to the prior year. Peacock's sub base jumped to 41 million, up from 36 million at the end of 2024. "While we have not yet seen any impacts from the current macroeconomic uncertainty, advertising is the category that has shown the most economic related cyclicity in our business historically," CFO *Jason Armstrong*

said during Thursday's earnings call. "However, for the up-front and for the balance of the year, we feel well positioned in the market as we capitalize on the NBA launching in the fourth quarter, a healthy Peacock subscriber base and a strong content offering across entertainment and news." As for **SpinCo**, the planned spinoff of **CNBC**, **USA Network** and other mainly linear assets, it's still on track to happen by the end of the year.

DTC GUIDES TU THROUGH DECLINES

Although it wasn't a perfect 1Q25 for **TelevisaUnivision**, its profitability in the direct-to-consumer business and cost-cutting measures taken in the past year helped it withstand adversity. The Spanish-language media company's streaming product **ViX** saw gains for both its free and paid tiers, with the former recording double-digit growth in reach YOY and the latter achieving the same in subscribers despite recent price increases in the U.S. ViX also saw double-digit growth in MAUs, and CEO *Daniel Alegre* noted on TU's earnings call Thursday that total streaming hours "are growing with mild growth." Alegre said the price hikes didn't impact retention or uptake rates, and there remains a fair amount of price elasticity for further increases to be made. Layoffs and other money-saving moves contributed to TU posting a 1Q25 net income of \$11.7 million, compared to its loss of \$52 million in the same quarter one year ago. However, there still came struggles this quarter. Total revenue fell 11% YOY to \$1.02 billion. The advertising segment had a decline as well after falling 13% to \$563.1 million, as did subscription and licensing, which dipped 7% to \$438.4 million. It didn't take long into the call for Alegre to make his case as to why this past quarter is tough to compare YOY. "Q1 is a complicated comparison quarter when considering that we are comping last year's Super Bowl broadcast on our US network and facing significant foreign exchange headwinds," he said. "In an apples-to-apples comparison, our \$1 billion in revenue declined only 4% versus prior year after removing the impact of these extraneous items. Including these impacts, our revenue declined by 11%, and approximately half of this decline was due to foreign exchange." On tariffs, Alegre said the currently proposed terms aren't likely to impact TU from the standpoint of producing content in Mexico and sharing it in the U.S. since it wouldn't be considered a physical good. Things could change, though, if the tariffs' global effects strain the economies of both the U.S. and Mexico. "We would be exposed ... through [foreign exchange], as it relates to our Mexico revenue, as well as through the advertising market," Alegre said.

GOMEZ HITS THE ROAD

FCC Commissioner Anna Gomez got her [First Amendment Tour](#) underway in D.C., kicking off the campaign that seeks to challenge what she described as “the greatest threat to freedom.” Thursday’s event—hosted by the **Center for Democracy and Technology**—addressed the FCC’s actions that have targeted the editorial decisions of news networks as well as DEI practices at some companies, which Gomez attributed to the Trump administration’s “policy of censorship and control.” She mentioned the FCC re-opening complaints against broadcasters and its effects on reporters. “I have broadcasters tell me privately that they warn their reporters to be careful in how they cover this administration,” she said, bringing up the recent resignation of “60 Minutes” Executive Producer Bill Owens due to editorial pressure. “It’s all related to this absolute harassment campaign in order to chill free speech.” Section 230 was another talking point for Gomez, who believes the FCC lacks the authority to do anything with it.

YOUTUBE TV UPGRADES MULTIVIEW

YouTube is celebrating its 20th birthday in style, unveiling the beginning of a long-anticipated evolution of **YouTube TV**’s multiview feature. YouTube Senior Product Manager *Viraj Mahesh* revealed in a [blog post](#) that subscribers will be able to create multiview feeds with select non-sports content in the coming weeks. It’ll begin with a small batch of popular channels (no specific ones disclosed yet) and expand in the next few months. Previously, multiview was primarily available for sporting events as well as special events like the presidential election. The vMVPD is also set to receive upgrades this Summer on navigation, playback and quality while making enhancements to channel information, comments and subscribing.

LIONSGATE SPLIT COMING SOON

We’re one step closer to the **Lionsgate-Starz** split being finalized. At an Annual General and Special Meeting on Wednesday, Lionsgate shareholders approved proposals that pave the way for the separation of Lionsgate Studios from other business segments, per an **SEC** filing. The new Lionsgate Studios will encompass the motion picture and TV studio operations. Other Lionsgate businesses, including Starz, will become Starz Entertainment

Corp. All changes are expected to be completed on or around May 5.

NETFLIX’S SUBTITLES UPDATE

With nearly 50% of viewing hours on **Netflix** in the U.S. happening with subtitles or captions activated, the streamer introduced a new enhancement Thursday. Viewers will now get the option for original language subtitles that display only the spoken dialogue. Folks will still be able to utilize the subtitles for the deaf and hard of hearing that show audio cues and speaker names along with dialogue, but it’ll have a (CC) listed beside the option. The new subtitle feature—available in all languages Netflix offers—will begin appearing on new titles that land on Netflix, starting with today’s Season 5 release of “You.”

CARRIAGE

Newsmax signed a multi-year agreement with the independent Caribbean broadcaster Supercanal to bring the network to 3 million TV households in the Dominican Republic. Newsmax will use AI to dub its content in Spanish. – **Hemisphere Media Group** struck a deal to add its FAST channel **WAPA+** to **Samsung TV Plus** lineups. WAPA+ offers content dedicated to the U.S. Puerto Rican community, airing live daily newscasts as well as entertainment programming such as “Super Chef Celebrities” and the late-night talk show “La Reunión.”

FIBER FRENZY

HTC is making 1 Gig the standard starting speed for all new customers across Georgetown, Horry and Marion Counties, South Carolina. Prices for those speeds begin at \$49.95/month. – **LFT Fiber** joined **Astound** in [introducing new pricing options](#) this week, announcing Everyday Pricing plans for its residential customers. New plans include 1 Gbps speeds for \$85/month and 500 Mbps for \$65/month. Both are symmetrical options and come with unlimited data. Additionally, folks can get a WiFi service option that comes with equipment and customer support for \$15/month. – **C Spire** is expanding to Osyka, Mississippi, with plans to go live for more than 250 residents in the area soon. The initial construction phase will begin in the first five areas of Osyka later this month. C Spire, which now encompasses over 155 communities across Mississippi, Alabama, Florida and Tennessee, expects to finish building in all areas within the next three months.

BASIC CABLE P2+ PRIME RANKINGS* (04/14/25-04/20/25)		
MON-SUN	MC US AA%	MC US AA (000)
FNC	0.769	2438
TNT	0.456	1446
MSNBC	0.378	1199
ESPN	0.298	946
HGTV	0.193	612
TBSC	0.159	504
USA	0.155	492
HIST	0.150	475
CNN	0.146	463
FOOD	0.145	461
TLC	0.137	434
INSP	0.124	393
HALL	0.122	387
DISC	0.120	380
TVLAND	0.100	316
ID	0.092	292
A&E	0.089	283
GSN	0.082	259
HALLMYS	0.081	256
NWSMX	0.080	254
BRAVO	0.079	250
WETV	0.078	249
LIFE	0.072	228
FX	0.072	228
REELZ	0.071	226
AMC	0.071	226
SYFY	0.067	211
ESPN2	0.067	211
TRUTV	0.063	200
PRMNT	0.062	198
NAN	0.062	196
NATGEO	0.060	190
OXY	0.059	187
COM	0.056	176
MTV	0.055	173
ADSM	0.054	171
BET	0.049	155
SNDNCE	0.047	151
FRFM	0.042	133
TRAVEL	0.042	133
FETV	0.042	132
IFC	0.042	132
MLBN	0.041	131
MOTOR	0.040	127
LMN	0.039	125
MGNLA	0.038	121
CNBC	0.037	116

*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.