

WHAT THE INDUSTRY READS FIRST

UPCOMING

June 15-17: USTelecom Leadership Summit

June 24: Media Institute Luncheon, D.C.

June 25: [FCC June Open Meeting](#), D.C.

July 13-15: [NTCA 2026 Summer Symposium](#), Cedar Creek, Texas

July 26-29: [The Independent Show](#), Lake Buena Vista, Florida

COMCAST RAISES BAR WITH SAME-DAY WIFI

Cable, you've come a long way, baby. In the mid-1990s, it was revolutionary when the industry committed to an "on-time guarantee," offering credits if a technician didn't show up in an agreed-upon four-hour window. Today, we have **Comcast** announcing Xfinity Same-day WiFi for customers in nearly 20 markets, with the offering to roll out to the entire footprint by early next year.

Eligible new Xfinity Internet customers can sign up for service and pick up a gateway at one of more than 700 Xfinity stores or receive their device at their doorstep, with Comcast partnering with UPS delivery service company Roadie to fulfill orders across the country. Roadie employs a network of more than 500,000 independent drivers nationwide across more than 32,000 zip codes. Comcast's website promises same-day delivery on equipment ordered by 3pm, next-day delivery for after 3pm.

"Delivering same-day WiFi required coordinating across our entire ecosystem—from our nationwide network of Xfinity stores to our fulfillment and logistics operations—to ensure we could reliably meet demand and get customers online quickly," *Eric Jagher*, SVP and GM, Connectivity at Comcast, told **CFX**. "The focus was on removing delays at every step, with the infrastructure, inventory and operational processes in place to support near-instant connectivity. As we expand the offering, we'll continue to monitor performance and customer feedback to further refine and scale the experience."

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For more information, contact Vernesa Merdanovic at 315.246.6528 or vmerdanovic@accessintel.com

Tuesday's launch is part of Comcast's commitment to improve transparency, predictability and simplicity—pledges it made in April 2025 after shedding 183,000 domestic residential broadband subs in 1Q25. The operator has since launched a five-year price guarantee for internet, new national internet plans that include a year of mobile for 12 months, a first-of-its-kind premium mobile plan that includes lifetime device protection/upgrades and national video plans with all-in pricing. It seems to be having an impact with 1Q26 broadband losses narrowing to 65,000.

Xfinity Same-Day WiFi is aimed at delivering on that promise of making doing business with Comcast seamless. "Consumers traditionally have waited days or even a week for installation appointments or equipment shipments to get their WiFi up and running. We're removing friction and redefining the internet sign-up experience, giving customers the ability to have fast, reliable WiFi on Day 1," said Jagher.

The offering allows Comcast to match some of the expectations customers have for e-commerce purchases. A Capital One Shopping survey found that 80% of consumers now expect retailers to offer same-day delivery, with Millennials the most likely generation to demand it. Comcast isn't the only one racing to meet that expectation. **T-Mobile** touts same-day 5G home internet delivered free via DoorDash. Consumers can order it in most cities at T-Mobile.com or through the T-Life app, and must give their driver a delivery code to receive the device.

Comcast's offering represents the latest evolution in the customer self-install process. Customer provisioning has become the norm, with the COVID pandemic helping more customers embrace the switch. While self-provisioning lowers the expense of a truck roll, Comcast said it's not a requirement. "Many customers prefer the speed and flexibility of self-install, but professional installation is always available for those who need extra support or have a more complex setup," said Jagher, noting Comcast has built in multiple layers of support for same-day customers, including through the Xfinity app or customer service team by phone. "If an issue can't be resolved remotely, we'll dispatch a technician within 48 hours to complete the installation," he added.

Starting today, Xfinity Same-Day WiFi Gateway delivery is available in Atlanta, Chicago, Denver, Houston, Nashville, Philadelphia, San Francisco and other cities, with additional launches coming. All new Xfinity Internet customers receive one [Mobile Select](#) line for one year on **Xfinity Mobile**.

MEDIACOM TAPS TONI MURPHY AS EVP, OPS

Less than two years after joining the **Astound Broadband** team as EVP/COO, *Toni Murphy* is moving over to **Mediacom** as its EVP, Operations. She's filling the role vacated this month by the retiring *John Pascarelli*. Her departure comes as **GFiber** gears up to combine with Astound in a deal expected to close in 4Q. Investment firm Stonepeak will be the majority owner, with **Alphabet** to remain a "significant minority shareholder." The hire has a small-world element: **CFX moderated** a **New England Connectivity and Telecommunications Association's** (NECTA) Women's Leadership & Innovation Forum in 2024 where a brand-new-on-the-job Murphy met Pascarelli for the first time and talked about the changing business and the addition of mobile services. Murphy joined Astound after 15 years at **Comcast**, where she held various roles, eventually becoming SVP of the company's Keystone Region and

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EDITORIAL

Editor

Noah Ziegler, 301.354.1704,
nziegler@accessintel.com

Senior Editor

John Saavedra, 908.477.1758
jsaavedra@accessintel.com

Editorial Director

Amy Maclean, 301.354.1760,
amaclean@accessintel.com

Editorial Director, Ad Tech & Convergent Media

Sarah Sluis, 212.621.4706,
ssluis@accessintel.com

ADVERTISING/BUSINESS

Chief Operating Officer

Jennifer Schwartz,
jschwartz@accessintel.com

Chief Revenue Officer

Dave Colford
dcolford@accessintel.com

Advertising and Sponsorship

Vernesa Merdanovic,
vmerdanovic@accessintel.com

MARKETING

Senior Marketing Director

Jessica Dombrowski,
jdombrowski@accessintel.com

PRODUCTION/CLIENT SERVICES

Sr Production Manager:

Joann Fato,
jfato@accessintel.com

Group Subs: Vernesa Merdanovic,

vmerdanovic@accessintel.com

Subscription Questions:

Client Services: 301.354.2101,
clientservices@accessintel.com |
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Access Intelligence, LLC,

9211 Corporate Blvd., 4th Floor,
Rockville, MD 20850

then SVP, Sales and Marketing for Comcast's Central Division. "She is among the most accomplished and respected chief operating executives in our industry and shares my belief that Mediacom's future success will be built by leveraging our industry-leading fiber-rich network and the strength of our balance sheet to deliver exceptional employee and customer experiences," Mediacom Chairman/CEO *Giuseppe Commisso* said in a statement.

NCTA, DIRECTV AMONG THOSE FLAGGING SCRIPPS-INYO DEAL

Scripps' attempt to reacquire 23 **ION**-affiliated broadcast stations from **INYO Broadcast** for \$54 million is drawing plenty of comments at the **FCC** because the deal would put Scripps over the FCC's 39% national audience cap for broadcasters. It's close, with Scripps to serve 40.29%, but the broadcaster would still need a waiver of the rule. **NCTA** filed comments stressing that national cap "cannot be modified, eliminated or waived" by the Commission, nor may it be waived by the Media Bureau on delegated authority. It's a sentiment shared by DirecTV and several state broadband groups—the same groups that banded together to [challenge](#) the Media Bureau's approval of **Nexstar-Tegna** and waiver of the national cap. "If the Bureau acts on applicants' request, it will have contravened Congress twice in a matter of months—after over 20 years in which the national cap was never waived— without so much as a vote by the politically accountable commissioners. Prudence, common sense and the law require otherwise," they wrote in reply comments in the docket. Scripps and INYO argue that the transaction will promote localism, competition and diversity of viewpoints and are asking the FCC to "quickly grant" the application. They think the Media Bureau's Nexstar-Tegna order got it right in determining that the audience reach limit is an FCC rule that it can modify or waive.

SCTE UNVEILS TECHEXPO26 AGENDA

In a **TechExpo** that's set to open its arms to programmers, **SCTE** unveiled the agenda for the event taking place Sept. 29-Oct. 1 in Atlanta. TechExpo26 will focus on the convergence among broadband, media and technology with more than 48 hours of sessions that'll explore AI infrastructure, DOCSIS 4.0, autonomous networks, construction and more. It'll open with a panel featuring SCTE President/CEO *Maria Popo* alongside **Charter** President/CEO *Chris Winfrey*, as well as a pair of execs from TechExpo's first-ever programmer co-host **AMC Global Media**. CEO *Kristin Dolan* and CTO *Stephanie Mitchko* will join Popo and Winfrey to discuss how to fine-tune consumers' converged experiences. Other sessions include a DOCSIS 4.0 deep-dive with **Comcast's** *Larry Wolcott* and *Dr. Rich Prodan*. **CableLabs** Principal Architect *Eric Nachtigall* will highlight spectrum and the 6 GHz HFC network, while a low-latency session will feature leaders from **Meta**, CableLabs, **Ookla**, Charter, **Adeia** and the University of Colorado–Boulder. SCTE Sr. Director, Energy Management Programs and Business Continuity *Derek DiGiacomo* and Comcast VP, Network Facilities & Energy *Ryan Capone* headline the Energy 360 Summit during the final day of TechExpo26. The full agenda can be found [here](#).

VERIZON'S NEW SIMPLICITY PLAN

Analysts have been waiting for **Verizon** CEO *Dan Schulman* to show more of how he'll steady the ship. Now there's something to chew on. Verizon unveiled its Simplicity Plan and a streamlined option that combines mobile and internet/TV into one bill. Plus, it's making several adjustments that it claims put customers first. Going forward, all postpaid customers on all phone and connected device plans can opt into Verizon's loyalty program and no longer need to pay activation and upgrade fees, a discount of up to \$40 per device. Verizon is also introducing a program that gives customers 3% back in "Verizon Dollars," which can be redeemed for devices, accessories or products from brands like Sephora, Hilton and Starbucks. Verizon's Simplicity Plan offers all customers access to its 5G network starting at \$45/month, also including features such as 10 GB of mobile hotspot data, roaming in Canada and Mexico, satellite texting and unlimited data. However, Verizon is running an initial promotional offer of \$30/line. Customers can add home internet starting at \$35/month as well. Will the offering move the needle? It might help with churn reduction and EBITDA growth, but **New Street Research** said time will tell whether it proves to be a game-changer "Verizon's new Simplicity plan is cheaper than both **AT&T** and **T-Mobile's** mid-tier plans for up to 3 lines. Verizon is more expensive than T-Mobile in case of 4 lines. We've already seen what we believe were anticipatory price structure moves at AT&T. We expect the carriers will study Verizon's moves and their impact before taking incremental action," NSR wrote in a note.

GRAIN COMBINES RITTER, GREAT PLAINS UNDER RIGHTFIBER BRAND

Add it to the pile of broadband M&A. This time it's private equity firm **Grain Management** announcing a move to combine Arkansas-based **Ritter Communications** and Nebraska's **Great Plains Communications**, which will unite under the **Rightfiber** brand. The deal is subject to customary approvals and regulatory review. Ritter launched Rightfiber as its residential fiber moniker back in 2021. Together, Ritter and GPC will hold 300,000 homes and businesses with a 28,000-mile regional fiber network. The two will also serve a 20-state footprint that serves over 400 communities. Ritter CEO *Heath Simpson* will hold the same title for the merged entity, while GPC CEO *Todd Foje* will assume the Executive Chairman seat. Assuming the transaction crosses the finish line, there may be more activity to follow. Grain noted that it plans to fuel Rightfiber's revenue and EBITDA growth through organic expansion and M&A. "The combined organization will continue operating with a strong local focus while leveraging expanded scale, resources, and infrastructure investment to support future growth," Grain said in a release.

DESROCHES RETIRING FROM AT&T

Pascal Desroches is calling it a career at the end of this year. An **SEC** filing revealed that the **AT&T** Sr. EVP and CFO is planning to retire come Dec. 31. Replacing Desroches will be *Jennifer Biry*, who will initially join the company as Deputy CFO on July 6 before assuming Desroches' soon-to-be former titles Jan. 1, 2027. Biry previously served as CFO/COO of online protection company McAfee since 2022. Before then, she spent 23 years at WarnerMedia, where she rose to become EVP and CFO.

REPORT: NETFLIX HUNGRY FOR A DEAL

The **Fox-Roku news** Monday caught many by surprise, but one of the players that fell short seems to be on the hunt. *Semafor* [reported](#) that **Netflix** was among those interested in Roku but ultimately decided to exit the race without submitting a bid. Netflix's interest comes months after the SVOD saw its agreement to buy **Warner Bros. Discovery** collapse at the hands of **Paramount Skydance**. However, the report reveals Netflix is "one of a number of media companies" that are keen on obtaining Lionsgate Studios, citing a person familiar with the matter.

NBA FINALS, UPDATED WORLD CUP RATINGS

Is it really a surprise how much of a ratings success this year's **NBA Finals** were? Like *Jalen Brunson* and the Knicks, fans showed up to give **ESPN/ABC** an average of 20.6 million viewers across five games, a 100% improvement from last year's seven-game series between the Thunder and Pacers. The Knicks' series-clinching win was the most-watched Game 5 since 1998 with 24.5 million viewers and a peak of 33 million. -- Some updated numbers from **Telemundo's** Spanish-language coverage of the **2026 World Cup** opening match between Mexico and South Africa. Telemundo, its digital platforms and **Peacock** combined for a total audience delivery of 13.4 million viewers, up 229% from the opening match of the 2022 tournament (Qatar vs Ecuador). That remains good for the most-watched opening match in World Cup history, regardless of language. The linear TV audience came in at 7.6 million viewers—peaking at 9.3 million—while Peacock and Telemundo digital platforms contributed an average minute audience of 4.9 million. Additionally, this year's World Cup opening ceremony posted 3.1 million viewers on Telemundo, the most since 2014. Meanwhile, **Fox**, **Fox One** and **Tubi's** final figures came in at 18.04 million viewers with a peak of 21.53 million.

CHARTER, OVATION STILL STANDING FOR THE ARTS

Ovation TV and **Charter** are partnering once again for the Stand for the Arts [Awards](#), with the arts network to award \$100,000 to 10 arts and cultural organizations in Spectrum markets across the country. The two have given out \$900,000 since the program began in 2017. This year's 10 recipients each receive \$10,000 contributions. They are selected based on their support of creatives and artists via community-driven programming or for serving as advocates for equity and access to the arts. Organizations can also be honored for delivering accessible community spaces for creative expression. Among the 2026 honorees is the Louisville Orchestra, which performed on the 2024 Grammy-winning recording "The American Project," featuring Teddy Abrams's Piano Concerto with Yuja Wang. Also in the mix are the nationally acclaimed John Michael Kohler Arts Center in Sheboygan, Wisconsin, which draws more than 100,000 visitors annually to a city of about 50,000 and the volunteer-driven Holland Project, which produces more than 300 all-ages events annually in Reno.