



April 2024

Comcast focuses on market segmentation



Comcast focuses on market segmentation as broadband sub losses continue

Comcast shed 65,000 broadband subs in Q1. Comcast is trying to segment the market with offers targeted to the premium and lower ends of the market. Comcast's new "Now"-branded prepaid service suite is focused on the lower end.

[Jeff Baumgartner](#), Senior Editor

April 25, 2024

5 Min Read

(SOURCE: COMCAST)

Comcast shed another 65,000 broadband subscribers in the first quarter of 2024 and expects those losses to continue in the short-term.

But the cable operator is also trying to curtail that trend by segmenting the market with offers tailored to the premium and lower ends of the market. Of late, Comcast has emphasized products and promotions focused on the lower end, a segment that has been going to fixed wireless access (FWA) competitors in droves.

Comcast's latest and biggest initiative focused on that segment of the market is its [new set of prepaid services](#) – covering video, broadband and mobile – under a "Now" brand that was first used by Comcast-owned Sky in the UK.

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Rogers cuts new ten-year tech and product deal with Comcast



Rogers cuts new ten-year tech and product deal with Comcast Rogers, Canada's largest cable operator, has inked a new, ten-year deal to gain access to Comcast's latest video streaming devices and broadband gateways.

[Jeff Baumgartner](#), Senior Editor
April 24, 2024

3 Min Read

(SOURCE: VITTAYA SINLAPASART/ALAMY STOCK PHOTO)

Rogers Communications will continue to take advantage of Comcast's product roadmap under a [new ten-year deal](#) that covers Comcast's latest wave of video streaming devices, broadband gateways and home security products. Financial terms of the agreement were not disclosed, but the agreement should allow Comcast to drive more scale out of the products, technologies and software platforms it is developing for its own use.

And it also means that Rogers, Canada's largest cable operator, will continue to tap into technologies and products developed by Comcast. Rogers, which [merged with fellow Canadian operator Shaw Communications](#) about a year ago, ended Q1 2024 with 2.72 million video customers and 4.18 million broadband subscribers.

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Chapter News!

Great Lakes Chapter Underground Locating



Event Overview

The class will go over how to use a locator to detect underground utilities.

Date:5/22/2024

Time: 9:00AM - 11:00AM

Presented by Ken Wright from Radiodetection

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