

Comcast in a better spot than other cable companies to compete with mobile carriers' fixed wireless products

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With major mobile carriers competing in the internet market, Comcast has a leg up over other cable providers, according to a new S & P Global

report.

While the cable industry at large has lost customers to [wireless carriers](#) that have invested in fixed wireless access service, Philadelphia-based Comcast, as well as Connecticut-based Charter Communications, are "better positioned than other cable providers to benefit from their wholesale wireless agreement with Verizon and its high-quality network," according to S & P.

The report, "Cable Industry Intertwining With Wireless," includes analysis by S&P Global Ratings analyst Chris Mooney, who notes that Comcast's smaller cable competitors don't have the same resources to develop strong wireless service.

Verizon and T-Mobile have been rolling out fixed wireless access service (FWA), using the same 5G or 4G LTE technology that powers your smartphone to provide [internet service](#) via radio waves instead of cables. These plans can be cheaper and are more often available in [rural areas](#) where there are few, if any, other internet options.

It poses a real threat to cable companies that provide internet: Verizon and T-Mobile have said they expect to have 11 million to 13 million FWA subscribers by the end of next year, with T-Mobile recently surpassing 5 million and Verizon surpassing 3 million. In the first quarter of this year, Verizon brought in \$452 million in revenue from fixed wireless, a jump of \$197 million compared to the same period last year. AT&T also jumped into the ring in August, unveiling its own FWA product, AT&T Air, which added 110,000 new subscribers in the first quarter.

To keep up, cable companies such as Comcast are bundling their wireless offerings with in-home broadband and picking up some postpaid mobile wireless customers, S&P noted in the report. Overall

though, the report noted, that is "an unfavorable trade-off given high in-home broadband margins and modest mobile wireless margins, though Comcast may be an outlier in that regard.

Amid a continued trend toward cord-cutting, Comcast, which did not return requests for comment, has been shedding broadband subscribers. But it is gaining in other areas. CEO Brian Roberts called last year the company's best-ever financially, as revenue inched up and Xfinity Mobile, Comcast's cell phone service, saw a 24% increase in subscriber growth.

In the recent announcement of its new no-contract, no-fee, month-to-month services NOW Mobile and NOW internet, Comcast addressed mobile carriers' FWA products directly, saying their NOW service "delivers a more consistent and reliable connection at a better price point than 5G home internet from the cellular companies."

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